

AUTOMOTIVE WHOLESALING... Dallas ranks first in the Southwest and among America's top twenty cities as a jobbing center for automotive replacement parts, shop equipment and tools, accessories and chemicals.

19 Dallas 49

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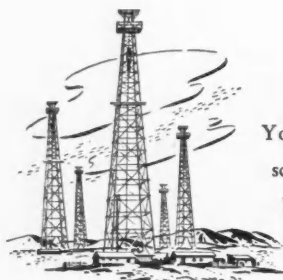
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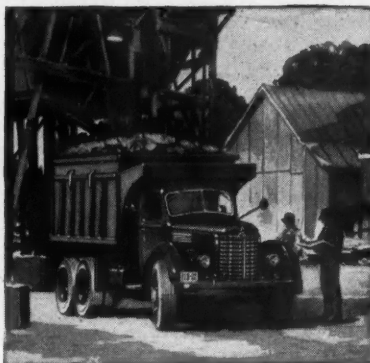
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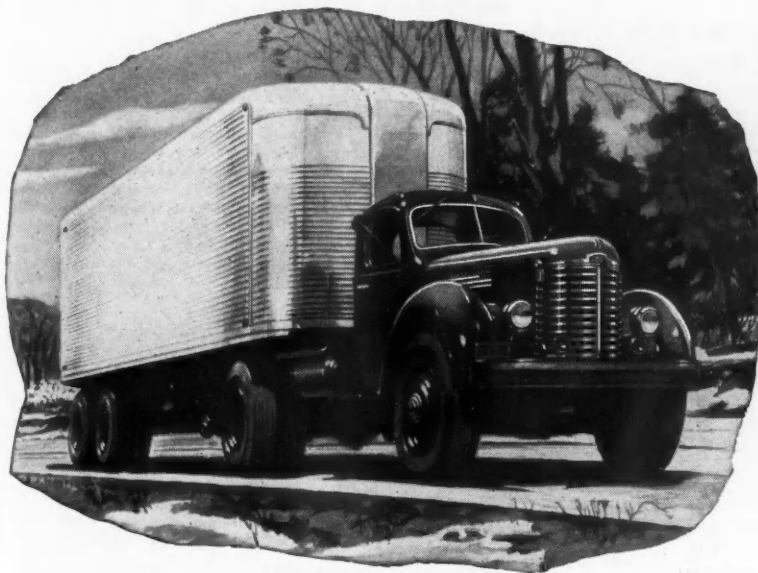
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3. Real heavy-duty truck engineering!

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International heavy-duty trucks are big, tough, powerful—and *specialized* to handle the toughest hauling jobs. That's our engineering tradition.



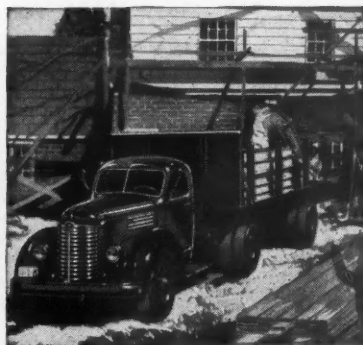
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International heavy-duty trucks . . . specialized trucks, engineered and powered for your job.

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BUSINESS CONFIDENCE Built on Years of Service

Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1869 PADGITT BROS.
COMPANY**

Leather Goods—
Wholesale and Retail

**1869 THE SCHOELLKOPF
COMPANY**

Manufacturers and Wholesale
Distributors

**1872 DALLAS RAILWAY
& TERMINAL CO.**

Street Railway

**1872 SANGER BROS.
DEPT STORE**

In Dallas Since 1872
In Texas Since 1857

**1875 FIRST NATIONAL
BANK IN DALLAS**

Banking

**1876 TREZEYANT &
COCHRAN**

Insurance General Agents

**1876 FAKES &
COMPANY**

Home Furnishings

**1885 MOSHER STEEL
COMPANY**

Structural Reinforcing
Steel and Machinery Repairs

**1889 J. W. LINDSLEY
& COMPANY**

Real Estate, Insurance

Established

1889 METZGER'S DAIRY

Dairy Products, Wholesale
and Retail

**1890 WILLIAM S.
HENSON, INC.**

Printing and Advertising

**1893 FLEMING & SONS,
INC.**

Manufacturers—Paper and
Paper Products

**1900 THE MURRAY CO.
OF TEXAS, INC.**

Carver Cotton Gin Division 1907
Boston Gear Works Division 1880
Industrial Supply Division 1907

**1900 JOHN DEERE
FLOW CO.**

Agricultural Implements

**1902 CULLUM & BOREN
COMPANY**

Wholesale and Retail
Sporting Goods

**1903 REPUBLIC INSUR-
ANCE COMPANY**

Writing Fire, Tornado, Allied
Lines and Inland Marine
Insurance



Mules were still providing much of the motive power for delivery wagons of the major oil producers in 1917 when two of Magnolia Petroleum Company's teams, above, fitted with Schoellkopf harness, were photographed at Hillsboro, Texas. Famous for its harness and buggy whips in its early days, The Schoellkopf Company, founded in 1869, made a natural transition to automotive lines with the motorization of the Southwest. The firm's first automotive lines included special tops for Model T's, foot heaters, and top dressing. Its greatest expansion in the automotive field began with the purchase of the Spencer Company in 1926. It has pioneered many lines in the Southwest such as Champion sparkplugs and McQuay-Norris replacement parts. Today, with automotive branches in Dallas and elsewhere in Texas, The Schoellkopf Company serves the automotive trade both as manufacturer and distributor.

Established

**1903 FIRST TEX. CHEMI-
CAL MFG. CO.**

Pharmaceutical Manufacturers

**1909 IDEAL LAUNDRY &
DRY CLEANING CO.**

Laundry, Cleaning
and Fur Storage

**1911 GRAHAM-BROWN
SHOE COMPANY**

Manufacturing
Wholesalers

**1912 STEWART OFFICE
SUPPLY COMPANY**

Stationers—Office Outfitters

Established

**1913 BROWNING-FERRIS
MACHINERY CO.**

Construction Equipment

**1914 TEXAS EMPLOYERS
INSURANCE ASS'N**

Workmen's Compensation
Insurance

**1914 HIGGINBOTHAM-
BAILEY CO.**

Importers - Manufacturers
and Distributors

**1916 CITY TRANSPOR-
TATION COMPANY**

Taxis—Rent-A-Car and
Automobile Storage



Dallas

MARCH, 1949
Vol. 28 No. 3

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS, AND THE SOUTHWEST, OF WHICH DALLAS IS THE SERVICE CENTER

CLIFTON BLACKMON Editor
THOMAS J. McHALE . . . Advertising Manager
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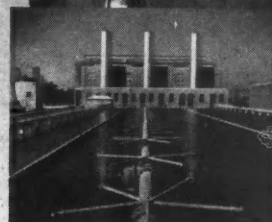
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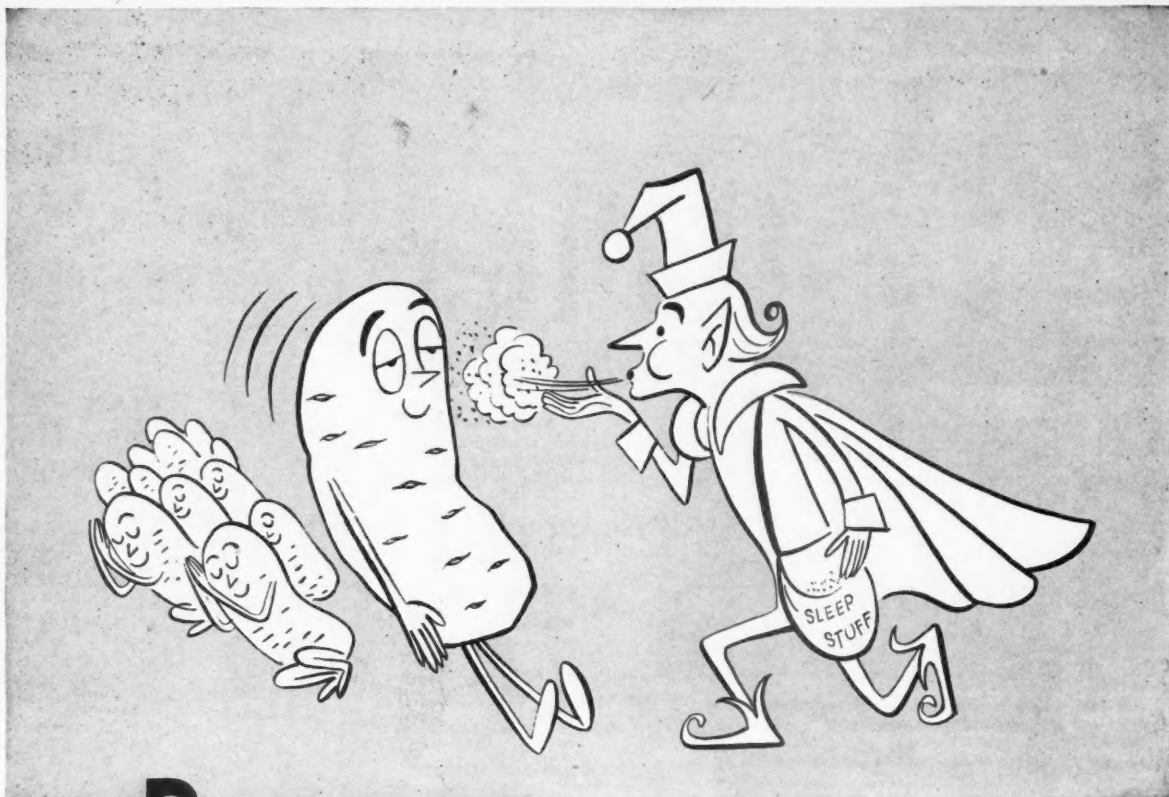
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WASHINGTON

BY DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The Welfare State

THE political scene in Washington is always kaleidoscopic, with one bill and then another momentarily reflecting the light of emphasis and publicity, but like any other kaleidoscope the picture-window of legislation on Capitol Hill frames a symmetrical pattern when the view is comprehensive. What is being fashioned by the plethora of bills on social security, minimum wages, pensions, subsidies, controls, and taxes, whatever their individual merits and



DALE MILLER

shortcomings, is a broad and clearly defined picture of a collectivistic form of Government committed to social paternalism and a regulated national economy.

That is the basic story underlying the happenings on the Hill. While political skirmishes develop in turn over each particular measure, the agitated vortex of the struggle is fundamentally the resistance of the traditional American system of self-reliance and free enterprise against the developing pressures toward social paternalism and governmental controls.

There is nothing particularly new in this struggle, of course. Its genesis is lost in the years of the past. It is not an invention of the Truman administration, nor can it be attributed exclusively to the Rooseveltian era, whatever the New Deal exhibitionism may have done to make the ideological conflict spectacular. It may have been born of the industrial revolution which created the social congestion of the machine age, or even in deeper centuries of the past. But it is precisely because this conflict in political philosophy is *not* new that it is most significant. The real meaning of day-by-day developments in Washington becomes more understandable when they are inter-related with the slow mutations of historical

forces and trends. Otherwise, by reacting separately to each tiny convulsive change, we do not grasp the basic significance of the metamorphosis which may be insidiously at work in American life.

It would be misleading, for example, to ascribe exclusively to the Truman administration the credit or blame, according to your point of view, for the political developments which are agitating the halls of Congress. What is happening in Congress is happening simultaneously in many State Legislatures throughout the country, and the controversy is crossing and re-crossing party lines and infusing into many strata of the American society. No clearer evidence of this circumstance can be supplied than by citing the political program urged upon the New York Legislature recently by Governor Dewey, the quondam Republican candidate for President. His plea for a vastly broadened social welfare program, exorbitant taxes, and a bigger Government would make many a New Dealer envious. And as far as his supporters are concerned, they have ample reason to doubt that his program would have been much different in the White House than in the Governor's Mansion at Albany.

These developments in New York are being paralleled in greater or less degree in Texas and many other States. Governors and Legislatures are finding more ways to spend more money in "services" to the people and thus are exacting more revenue to pay for them. It is a curious but illuminating anomaly that as the Federal Government encroaches more and more upon the prerogatives and responsibilities of the States the latter are likewise expanding their governmental functions. Consequently, the trend toward a paternalistic government and a controlled economy is not confined to Washington, nor is it enveloped exclusively within the Democratic Party, though the Federal Government is of course the

most pronounced symbol of the trend and the Truman administration is its most aggressive exponent.

It can be charged, of course, that this trend in the direction of a "welfare State" is predominantly political, and in the most obvious sense that contention would be valid. It is certainly true, for example, that the political Pied Pipers of the New Deal era astutely capitalized on the cupidity inherent in human nature by promising Federal largess in many forms; and that political formula has proved useful in every election since. Indeed, it has been extended and expanded in many directions to encompass agricultural subsidies, minimum wages, social security benefits, pensions, and feather-bed labor legislation.

The formula has operated on the simple hypothesis that the average American regards himself primarily as a farmer or a laborer or a veteran, and only secondarily as a consumer or a taxpayer. And, consequently, he is more attracted to the largess he receives in the restricted field of his vocational activity of social classification than he is repelled by the less obvious yet onerous burdens of high taxes and governmental controls which he must bear in the broader sphere of his American citizenship. It can scarcely be denied that the formula has proved workable in politics, whatever may be said of the soundness of its economics.

While the derivation of this doctrine may be predominantly political, it would be a mistake nonetheless to ignore the fact that it has strong support as an economic philosophy. There is a well-populated school of political economists who contend that legislation which provides agricultural subsidies and encourages high wages is necessary to develop the mass spending essential to the maintenance of a high standard of living. Their advocacy of legislation to increase the minimum wage, for example, is based not on any humanitarian principle but on the cold theory that increased buying power among the lower income groups will produce a more vigorous and better balanced economy. Farm subsidies and high industrial wages are regarded in the same category as devices to spread purchasing power among large segments of the population.

This is the "planned economy" idea, of course, and whether it is consistent with the traditional tenets of free enterprise and self-reliance is of small concern to the political economists. Their theory

(Continued on Page 58)



TOOLS are big business for Dallas' automotive jobbers such as J. Kenneth Terry, manager of Terry Automotive Supply.

Automotive Wholesaling **Ranks Dallas First in the Southwest**

THE coming of the motor age touched off a new field of distribution for Dallas—automotive wholesaling—that has since been parlayed into a multimillion-dollar business that today ranks this city first in the Southwest as a supply center for replacement parts, shop equipment and tools, accessories, and chemicals.

Dallas stands fifteenth in volume

among the 3,483 jobbing points in the United States for automotive parts, nineteenth among the nation's 2,218 jobbing centers for equipment, reports the national automotive business magazine, "Motor", in its latest analysis of automotive wholesaling. The top 25 cities do 27 per cent of the nation's business in replacement parts, 32 per cent in shop equipment and tools.

A showcase for Dallas' automotive wholesaling empire will be set up next month at Fair Park. Some 20 Dallas jobbers will be joined by 180-odd others in the Southwest in the sponsorship of the seventh annual Southwest Automotive Show, April 7-10, in the Automobile-Aviation-Recreation Building. There, more than a million dollars of products will be displayed by 230 manufacturers.

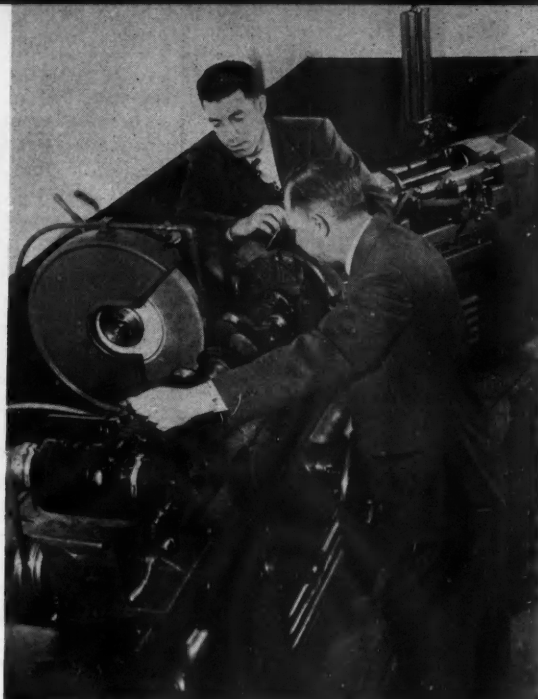
A sizable segment of Dallas manufacturers among the exhibitors will give evidence that Dallas not only has made its mark in automotive distribution but is rapidly expanding in importance as a manufacturing center as well. Products will be on display from such Dallas plants as the Better Monkey Grip Company (tire and tube repair products), Andrew Brown Company (paint), Continental Battery Manufacturing Corporation, Crawford Manufacturing Company (seat covers), L&G Bearing Company, Nor-Fleet (equipment), Sherwin-Williams Company (paint), Storm-Vulcan (engine rebuilding equipment), Vitalic Battery Company, and Willard Storage Battery Company.

Dallas' development as an automotive center serving a Southwestern region that is growing more mechanized every year has been a logical transition that parallels the story of a frontier merchant (G. H. Schoellkopf) who first helped a pioneer city to grow as one of its leading saddlery and harness manufacturers and then decades later caught step with the booming motor car industry.

Operated today by the founder's two sons (J. Fred Schoellkopf and Hugo W. Schoellkopf), the 80-year-old Schoellkopf Company, while far from abandoning the lines which made it the world's largest saddlery and harness house, has been both an automotive manufacturer and distributor since the early '20's. The maker of the world-famous Jumbo saddles, harness, and collars branched into motor fabric production in 1923. This Schoellkopf division, under Manager R. E. Reagan, today manufactures three brands of seat covers—Jumbo, Bluebonnet, and Cavalcade—all distributed nationally.

In 1926, Schoellkopf gave impetus to its second automotive division (distribution of accessories, parts) by the purchase of the Spencer Company, old Dallas automotive supply firm. One of Schoellkopf's earliest advertised items was the Batavia tire, guaranteed at the time for 4,000 miles. Among major national lines pioneered in the Dallas territory by Schoellkopf and still handled on a warehouse basis are Champion spark-plugs and McQuay-Norris replacement parts.

Early-day Schoellkopf catalogs listed such items as Amalie grease, top dressing for carriages and autos, tops for Model T's and Chevrolets, and hardware



ENGINE REBUILDING machines such as the crankshaft grinder pictured at left are manufactured in Dallas by Storm-Vulcan, Inc., the outgrowth of the purchase in 1946 of the Storm Manufacturing Company of Minneapolis, founded in 1920, by the Vulcan Bearing Machine Company of Dallas, established in 1930. Watching the operation of the grinder are A. L. Barnett, Storm-Vulcan president, left, and T. L. Kidd, general sales manager. Behind Mr. Barnett is shown Storm-Vulcan's Conrad boring machine.

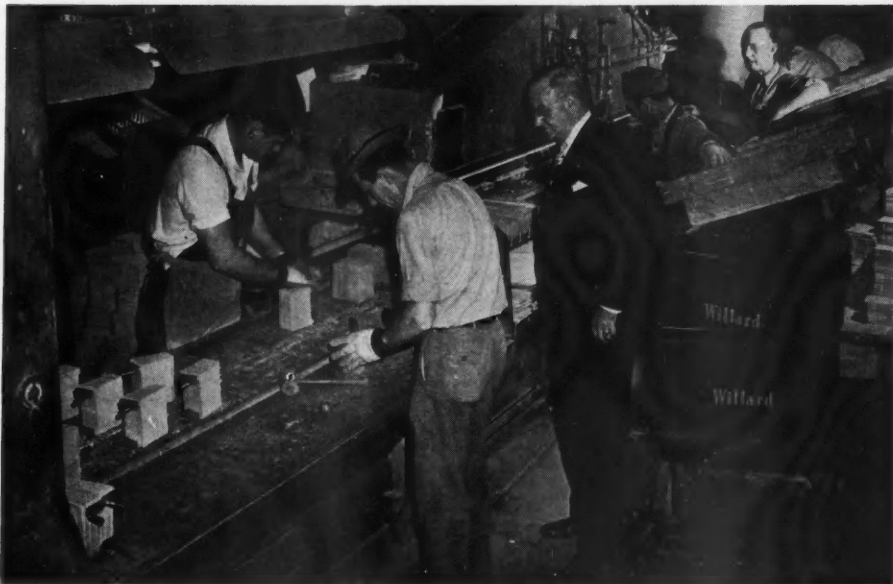
for side curtains and other items long since forgotten by today's motor car owner. Manager of Schoellkopf's accessory and parts division, which includes two branch stores in Dallas, is T. C. (Buddy) Garrett. Frank Shappard is purchasing agent.

Dallas' automotive manufacturers include a half dozen or more producers of storage batteries whose output (up to 2,000,000 batteries a year or 10 per cent of national production) ranks the city

third in the country in storage battery manufacturing.

Dallas is also the home of the world's largest exclusive manufacturer of automotive engine rebuilding equipment—Storm-Vulcan, Inc., which makes crankshaft grinders and cylinder boring bars among other things. Early this year Storm-Vulcan expanded its home operations by removing its Minneapolis plant to Dallas, a step taken to better coordinate the company's sales, customer service, engineering, and production facilities.

ASSEMBLY OPERATIONS in the Dallas plant of Willard Storage Battery Company are being watched by Norman G. Wolf, manager of production, below. The assembly of elements into the battery container is shown starting at the plate burning and grouping position. The Dallas plant, one of seven Willard branch factories, produced 410,000 storage batteries in 1948.





TOP Order-filling in the service stock department of the Ford Motor Company's Dallas plant starts with the picking of stock from the long rows of order bins. The packages ride a belt-driven roller conveyor to the packing department and then to the shipping station.

CENTER . . . In the shipping department, the completed orders of Ford and Lincoln-Mercury parts are stacked according to routing, ready to be loaded into trucks of motor freight lines or into dealers' trucks.

BOTTOM . . LCL (less than carload lots) receiving station in the Dallas Ford service stock receiving department. Parts arrive from Ford's main plant, other branches, and direct from Ford Suppliers.

ties. The removal of the Minneapolis plant included transfer to Dallas of all equipment and machine tools as well as key engineering, production, and management personnel.

For further expansion, Storm-Vulcan has broken ground for the erection of a new and larger plant on Inwood Road near Hines Boulevard. The one-story structure, located on a 6-acre tract, will provide 42,500 square feet of space and will cost an estimated \$200,000.

One of the few rubber compounding operations in this section of the country is performed at Better Monkey Grip Company, whose equipment includes a huge rolling mill for use in compounding from raw stock the rubber the company uses in the production of tire and tube repair materials and molded rubber specialties including floor mats. A manufacturing operation of L. M. Everett and his three sons, the Better Monkey Grip Company has been marketing its products nationally under the Monkey Grip tradename since 1915. It occupies a modern plant at 5320 Harry Hines Boulevard.

A Dallas outlet for the production of local automotive manufacturers as well as those in other parts of the nation selling in the Southwest market is provided by 35-odd jobbers, who do a combined annual business estimated at \$15,000,000, more or less. Most of them belong to the Automotive Wholesalers of Texas, whose president, Hubert Braden, American Gear & Parts Company, is a Dallasite, and to the Dallas Automotive Wholesalers', Inc., whose president is Charlie H. Cook, Motor Supply Company. Twenty of the Dallas jobbers are joining in the sponsorship of the Southwest Automotive Show: American Gear and Parts Company, Ashby Auto Supply, Automotive Appliance Company, Auto Parts Company, Beard and Stone Electric Company, Carter Auto Supply, Dave Crockett Supply Company, Hargett Electric Company, Higginbotham-Pearlstone Hardware Company, Leach Auto Supply, The Meggs Company, The Motor Mart, Motor Supply Company, Motor Parts Depot, National Welding & Grinding Company, The Schoellkopf Company, Standard Service Parts, Terry Automotive Supply, United Auto Supply Company, and Wholesale Parts Company.

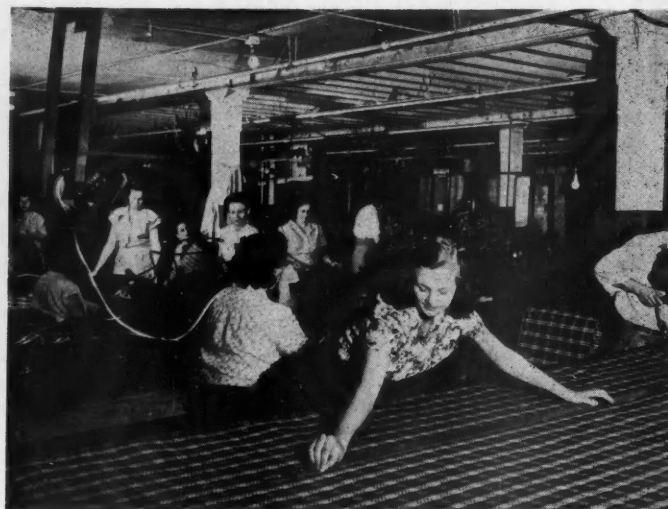
Based in Dallas are some 400 manufacturers' agents who operate principally over the Southwest as sales representatives of manufacturers of automotive equipment, tools, parts, accessories, and chemicals. This total includes all the personnel of those manufacturers' agencies having more than one sales representative. These manufacturers' agents are associated together in the Dallas chapter of the Automotive Boosters Club, headed by W. B. Kyle, and account for a total volume of automotive merchandise sold to the Southwest market out of Dallas annually estimated to run well above \$150,000,000. Distribution of these products is facilitated by some 25 automotive warehouses maintained in Dallas by manufacturers and their agents.

A major distributor of parts and accessories to car dealers out of Dallas is the Ford Motor Company, whose Dallas plant is observing its fortieth year of selling parts and accessories to Southwest dealers. The service stock department, covering 36,000 square feet of space in the rear of the Dallas plant on East Grand Avenue, does a parts and accessories business of about a million dollars a month. It supplies 194 Texas Ford dealers and 58 Lincoln-Mercury dealers. It stocks 1,591 different Lincoln-Mercury parts and accessories and 5,035 different Ford parts and accessories. In addition, 1,523 items of Ford bus parts are stocked.

Ford set up its sales, service, and parts organization in Dallas in 1909 but did not start assembling automobiles in Dallas until 1913. The present plant was occupied in 1925. Jack Hudson, oldest Ford employee in Dallas in point of service (35 years), is foreman of the service stock depart-



FLOOR MATS eventually came from the rubber sheeting shown above being rolled to the required thickness by a calendar in the plant of the Better Monkey Grip Company. Watching the operation are the father and three sons who run the business: Left to right, T. H. Everett, sales manager; L. M. Everett, general manager; L. M. Everett, Jr., office manager; and J. R. Everett, plant and production manager. The calendar is a machine used not only for sheeting rubber compound used in Monkey Grip products but also for frictioning new tire cord for "Feather Plex" patches.



SEAT COVER manufacturing is shown above in process in the motor fabric division of The Schoellkopf Company. The girl in the foreground is pictured marking the pattern for the cutting out (man at right) of Jumbo seat covers, one of three nationally distributed brands made by Schoellkopf. The women in the left background are busy at the sewing operation. The completed seat covers are pictured being inspected in the right background. The motor fabric division, one of two Schoellkopf automotive departments, is under the management of R. E. Reagan.

ment, which at present employs 65 persons and handles approximately 45 tons of inbound and outbound freight daily, including truck and rail shipments. C. F. Jessee is Dallas Ford plant manager.

Dallas' position as a parts distribution center will be greatly enhanced when International Harvester Company completes its million-dollar-plus wholesale parts depot it recently announced for a 9½-acre site purchased in the Trinity Industrial District from Industrial Properties Corporation. One of a network of eleven units now being created by International Harvester at key points in the United States, the one-story depot at Dallas, containing 200,000 square feet of area, will stock parts for all Harvester products, including motor trucks, tractors, farm machines, industrial power equipment, and refrigeration. It will serve both dealers and company district operations in Texas, Western Louisiana, and parts of Oklahoma and New Mexico.

The new depot will be equipped with the last word in handling machinery. One of the unusual features will be a mechanical conveyer system to make easier and quicker the handling of large volumes of service parts. Most of the incoming shipments will arrive in collapsible pallet boxes, which in many cases double as storage bins. It will be easy for an order-filler to get at the contents because of hinged side-sections.

The Dallas operation will stress streamlined processing of dealers' orders. A particular order will have cleared the mail desk, credit desk, order-register desk, quantity control group, tabulating room, and the order-editing section before the first item on the order is filled. A bank of accounting machines will print a three-copy form and at the same time make tags that tell the order-filler the quantity, part number, and where the bin is located. With operations going by the clock, the time of arrival at the shipping station will have already been scheduled and marked on the truck before the order even reaches the floor of the depot.

In completing the order, the order-filler will pick out the parts from the bins or shelves, stack them on a double-decker tow truck, and then hitch the truck to an overhead towline, which will pull the truck to the packing station. At the loading area, the traffic and shipping supervisor will have the job of final weighing, loading, and routing. Large loading docks will accommodate the loading and unloading of motor trucks. The Dallas depot will be served by a joint operation of the Texas & Pacific Railway and the Cotton Belt Lines. When in full operation, the new depot will employ more than 300 persons.

Through the use of facilities of the Texas Engineering & Manufacturing Company, Dallas has become the assembly base for tractors marketed by the Intercontinental Manufacturing Company, which has executive offices in New York City. Intercontinental's initial production in Dallas is of a tricycle-type farm tractor to fill an order for 2,000 in Argentina. The company is now developing a tractor with a front-mounted field cultivator for distribution in the American market, said Robert F. Yonash, Intercontinental vice president, who has offices at the TEMCO plant.

The Intercontinental tractor operation grew out of the order from Argentina for 2,000 tractors received by Harold J. Silver, a New York exporter-importer, who learned after discovering the South American market for tractors that he could find no concern to make them. Mr. Silver then met Mr. Yonash, a former engineer for North American Aviation and TEMCO. They decided to make the tractors themselves, and after raising a million dollars for investment in tools, parts, and materials, they started production at TEMCO.

Mr. Silver, president of Intercontinental Manufacturing Company, is now in New York completing plans for domestic distribution of the Dallas-made tractor. Mr. Yonash is now arranging for distributorships in Texas and Oklahoma.

Dallas-made merchandise will be among the new products to be exhibited by manufacturers at the Southwest Auto-

tive Show. Included among the new items will be a hydraulic spring analyzer which tests tension and compression springs. Use of this piece of equipment, manufactured by Storm-Vulcan, is new in the automotive industry.

Other new products to be exhibited will include a vapor-proof switch particularly adapted to use on tank trucks carrying inflammable liquids, a pressure crankcase ventilator, improved flusher for cooling system cleaning, an automatic machine for bonding of brake shoes, a regulator tester for testing all passenger car regulators without use of a test bench or motor generator set, a high-speed automatic wet honing machine for honing cylinder blocks, a wet expansion reamer, a cylinder ridge grinder, an electric impact wrench, a power timing light, a suction-type rapid oil drainer operated from dip-stick hole, and equipment designed to handle bulky, massive body sections when removed from the car for roughing and finishing work.

The show will comprise more than 500 exhibits. Many of the exhibitors will show products that are not only new to their line but new to the automotive industry. The manufacturers in many instances will have factory representatives on hand for product demonstrations.

An innovation at this year's exposition will be scheduled sales conferences between exhibiting manufacturers and sponsoring jobbers. The morning periods (9 a.m. to 1 p.m.) of the first three days of the show have been reserved for these conferences so that the sales meetings of manufacturers' representatives with a jobber or several jobber groups simultaneously may be set up without conflicting activity. The show will be open to the trade generally only from 1 to 6 p.m. the first three days and from 9 a.m. to 6 p.m. the fourth day (Sunday). Sales conference schedule sheets have been prepared for use by the exhibiting manufacturers and sponsoring jobbers in arranging sales meetings and appointments.

General chairman of the show committee for this year's Southwest Automotive Show is E. V. Schaub of Dallas, the Black & Decker Manufacturing Company. Another Dallasite on the committee is Albert S. Taylor, Automotive Appliance Company. Dean A. Johnson is secretary-show manager.

Officers of the automotive exposition include two Dallas men—Frank J. Brogan, manufacturers' representative, who



STORAGE BATTERIES, produced by the Vitalic Battery Company in Dallas at the rate of 450,000 a year, are shown in the formation process, where the batteries receive their first electrical charge and begin to store up chemical energy. Pictured checking with a cadmium testing voltmeter to determine to what degree the batteries are responding to the charge are, left to right, G. U. Pickering, president of Vitalic, and C. H. Allen, vice president.

is second vice president; and Dave Crockett, Dave Crockett Supply Company, treasurer. Mr. Brogan was chairman of the 1948 show committee and Mr. Crockett was exposition president in 1948. Dallasites on the show's board of directors include B. B. Burk, manufacturers' representative; H. M. Cree, manufacturers' representative; H. Gordon Payne, manufacturers' representative; Ray C. Ricke, Plomb Tool Company;

and Robert C. Smith, manufacturers' representative.

In the sponsorship of the Southwest Automotive Show, the 20 Dallas jobbers are joining with jobbers throughout an eight-state area, representing 90 cities. The eight states are Texas, Louisiana, Arkansas, Oklahoma, Tennessee, Mississippi, New Mexico, and Kansas. Jobbers will participate from 55 Texas towns, 12

(Continued on Page 14)

SOURCES OF SUPPLY in Dallas for car dealers, garage owners, fleet owners, and others in the trade who want to buy replacement parts, equipment, accessories, and the like include 35-odd jobbing firms such as the Dave Crockett Supply Company, below, regarded by the industry as a model automotive wholesaling store. Pictured behind the counter, left to right, are Dave Crockett, president of the firm; W. H. Neitsch; and Marvin Chandler, store manager.



give your
hot weather business

"THE NEW LOOK"

with
Air Conditioning
by **YORK**



YES, air conditioning is a competitive necessity today. Shoppers expect the comfort and cleanliness of cool filtered and dehumidified air and fresh merchandise.

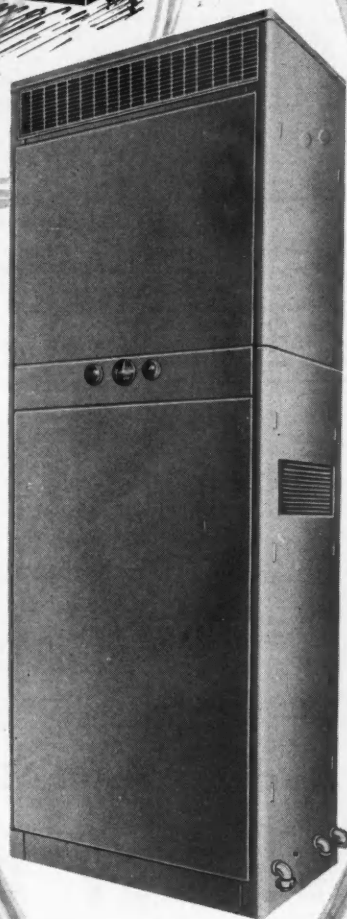
FURTHERMORE, air conditioning is the greatest profit builder your business can have. It means larger sales checks, fewer exchanges, less damaged merchandise and more efficient personnel.

AIR CONDITION with the Best

Yorkaire Conditioners are smartly designed, precision-built units, packaged for compactness. They can be installed literally overnight in your place of business.

YORKAIRE NO. 350 (3 h.p. compressor) requires but 21 x 36 inches floor space.

YORKAIRE No. 550 (5 h.p. compressor) requires but 21 x 42 inches floor space.



for full particulars write or telephone



DALLAS Air-Conditioning Co., Inc.

2809 CANTON • Riverside 4536 • DALLAS, TEXAS



HUBERT BRADEN
President, Automotive Wholesalers
of Texas



CHARLIE H. COOK
President, Dallas Automotive
Wholesalers, Inc.



E. V. SCHAUB
Chairman of the Show Committee,
Southwest Automotive Show

Automotive Wholesaling

(Continued from Page 12)

Louisiana towns, six towns in Arkansas, 12 towns in Oklahoma, two in New Mex-

ico, and one each in Tennessee, Mississippi, and Kansas.

By reason of the more than usual amount of advance publicity and pro-

motion, the show is serving to focus considerable attention upon Dallas as an exposition and convention town as well as upon the diversified ramifications of its automotive industry. Keeping Dallas in the spotlight, jobbers for weeks have been supplying their customers throughout the Southwest and even in more distant points with various promotional pieces—posters, charts, blotters, stickers, lapel buttons, and the like—to keep

(Continued on Page 16)

GIVE TO YOUR RED CROSS

If your living room was ever a foot deep in mucky river silt, your furniture covered with mud, you know one of the most disheartening aftermaths of flood is cleaning up after the water has receded. Red Cross disaster rehabilitation help includes refurnishing and repairing damaged homes of those without resources to do the job themselves. You can help victims of disaster through your gift to the 1949 Red Cross Fund Campaign.



Made in DALLAS ♦ ♦ Sold All Over The NATION!

MONKEY GRIP

HERE, in this modern plant is all the newest machinery for making quality-famous Monkey Grip products. "Sizzle" self-vulcanizing patches, Cold patches, "Feather Flex" casing repairs, "Feather Flex" rubber mats and rubber specialties. Satisfied jobbers, dealers and users from coast-to-coast—and Canada to Mexico!

... TIRE and TUBE REPAIRS

... Rubber MATS for Cars, Homes, Industry

... and RUBBER SPECIALTIES!

BETTER MONKEY GRIP CO.

PARTNERSHIP OF L. M. EVERETT & SONS

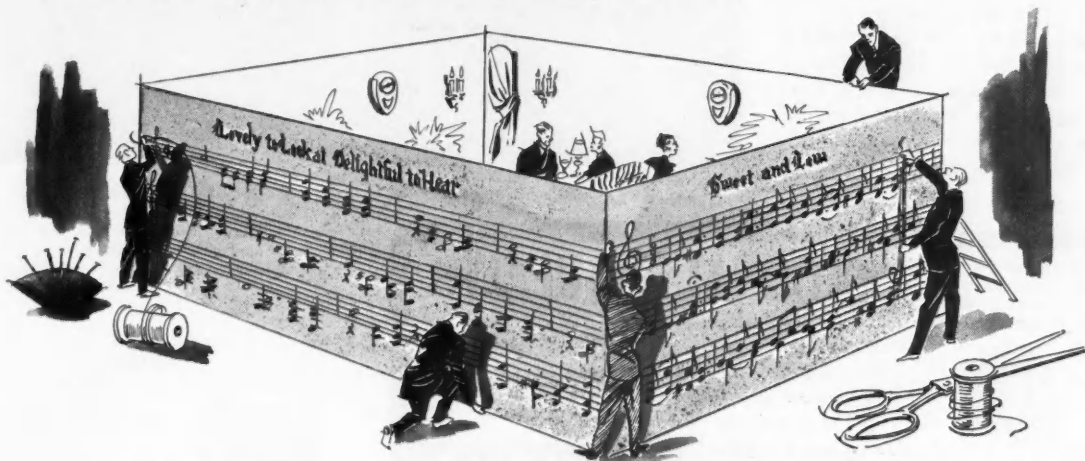
DALLAS • 5320 HARRY HINES BOULEVARD • TEXAS

S. H. Lynch & Co. brings another "first" to Dallas!

SEEBURG TAILORED MUSIC

★ A "pick up" for
employee morale!

★ An inspiration
for customers!



Tailored to fit every room

OF YOUR OFFICE, STORE, BUILDING OR PLANT

SMALL MONTHLY CHARGE . . NO INSTALLATION CHARGE

Newest, finest commercial music in America . . wired to your building directly from S. H. Lynch and Company via the amazing new Seeburg 200 Library Instruments you read about in Life, Saturday Evening Post and other publications. 200 selections are put in instrument at one time . . refresher records are added regularly to keep library new! Wonderful variety of "background" and "recreation" music for offices, stores and clubs . . or swingy "work" music for industrial plants.

★ **Nothing to buy!**

★ **No term contract!**

★ **Just Monthly rental!**

S. H. LYNCH & CO. Seeburg Tailored Music Division

PACIFIC AT OLIVE ★ PROSPECT 7-5151

Automotive Wholesaling

(Continued from Page 14)

the show constantly in their mind. Railroad representatives have been calling on jobbers, car dealers, garage owners, and other trade categories and have made up special Southwest show cars from all parts of Texas, Oklahoma, Arkansas, and Louisiana.

The exposition will also attract a number of Latin-American automotive men. It will be open also to non-sponsoring jobbers and representatives of non-exhibiting manufacturers. A kick-off feature of the exposition will be a banquet April 6 at Pappy's Showland. Exhibit booths set up in the total display area of 50,000 square feet in the Automobile-Aviation-Recreation Building were drawn for by the manufacturers. All space was contracted for. The sponsoring jobbers represent some 425 outlets.



DALLAS-MADE TRACTOR is shown on the assembly line at Texas Engineering and Manufacturing Company, which is serving as an assembly plant for Intercontinental Manufacturing Company. At right is Robert F. Yonash, Intercontinental vice president

Bring Your Eye
Physician's Pre-
scription to Us for
A-1 Quality Lenses



D. Martin Thomas

NATIONAL EYE HEALTH

National authorities say there are some 15,000,000 industrial workers with subnormal vision or serious eye disorders, about 4,000,000 who are unable to gauge depth properly. You owe it to your employer to make an early visit to the Eye Physician, if your vision needs help.

THOMAS Optical COMPANY

Successor to Walstrom Optical Company

Ground Floor • Medical Arts Bldg., Dallas

HOTELS
OFFICE BUILDINGS

TEL.
R-4675

COMMERCIAL
PROPERTIES

J. N. FISHER
REALTOR

703-5 GULF STATES BUILDING



INVESTMENT PROPERTIES
EXCLUSIVELY

Try This Number for Competent Help!...

C-5181

SACKS EMPLOYERS SERVICE

Texas' Oldest Employment Service
1804 1/2 MAIN STREET

Specializing in
ACCOUNTANTS... SECRETARIES... OFFICE... SALES
CLERICAL AND TECHNICAL HELP

Serving Dallas Employers 27 Years



Ford Industrial Engineer. Walter E. Mays, Jr., has been appointed manager of the industrial engineering department in the Dallas plant of the Ford Motor Company, a new staff division. He was elevated to his new post from administrative assistant to Plant Manager C. F. Jessee. Mr. Mays, who joined Ford in 1941 as employment clerk, will direct a new department which will have charge of the plant budget, its preparation, and control.

WYATT C. HEDRICK
Architect and Engineer

904 Fort Worth Ave.

Phone C-1246

The extra quality of
this fine gasoline
is revealed in use.



An automobile engine operating on Humble Esso Extra gasoline gives noticeably better performance. You *notice* extra anti-knock quality; you *feel* extra power; and when a mechanic takes the head off the engine, he sees that the patented solvent oil in Esso Extra has kept the engine extra clean.

Esso Extra is a premium gasoline. It costs a few cents more to fill a gasoline tank with Esso Extra than with a regular-grade gasoline, but this small extra cost is repaid in extra performance. Try Esso Extra in your car. You'll agree that Esso Extra gives you something extra for your money.

HUMBLE OIL & REFINING CO.

Dallas Chamber Committee Personnel Named for 1949

TOP-RANK business and civic leaders of Dallas make up the personnel of 39 standing and special committees named to help direct the 1949 activity program of the Dallas Chamber of Commerce.

The committeemen, announced by D. A. Hulcy, Dallas Chamber president, will apply their talents and prestige to the job of helping to determine policy and speed accomplishment in a diversity of projects the Chamber has under way, all pointed to the goal of making Dallas a better place in which to work, to do business, and to live.

Some of the committees, such as the Highway Committee, have continuous work programs. Others, such as the Arbitration Committee, stand ready to serve when needed. Members of the 1949 committees are as follows:

Additional Finances

AUSTIN F. ALLEN, <i>Chairman</i>	
A. H. BAILEY	J. L. LATIMER
ROY EASTUS	B. F. McLAIN
HENRY E. ENGLISH	WALTER L. PREHN
EDGAR L. FLIPPEN	TED ROBINSON
FRED F. FLORENCE	JULIUS SCHEPPS
P. B. GARRETT	R. L. TAYLOR
HOLMES GREEN	J. C. TENISON
JAKE L. HAMON	R. L. THORNTON
WILLIAM S. HENSON	EARLE WYATT

Chief functions of this committee are the analysis of the income of the Dallas Chamber of Commerce, determination of sources from which it might be increased, and activity to obtain additional revenue to permit broadening of the program of the Dallas Chamber.

Agricultural and Livestock

A. L. WARD, <i>Chairman</i>	
F. R. SHULTZ, <i>Vice Chairman</i>	
Z. E. BLACK, <i>Secretary</i>	
E. D. BALCOM	C. T. JOHNSON
A. J. BIGGIO, JR.	A. B. JOLLEY
T. L. BRADFORD, JR.	FRANK A. LEFFINGWELL
FRANK A. BRIGGS	DR. C. L. LUNDELL
DR. W. G. BROCK	W. P. LUSE
EUGENE BUTLER	ROY McDONALD
BEN E. CABELL, JR.	BAILEY MALONE
MURRAY COX	DAVID METZGER
J. J. FINEGAN	T. C. RICHARDSON
R. B. GEORGE	VICTOR H.
E. C. INGLISH	SCHOFFELMAYER
WALLACE JENKINS	FRED SHAW
H. L. JENNINGS	J. D. WALTON

This committee serves both as a co-operating and coordinating agency working with established groups dealing with agricultural and livestock problems in the Dallas trade territory and as a clearing house for the discussion of timely and basic problems affecting the welfare of city and farm areas.

Arbitration

PAUL CARRINGTON, <i>Chairman</i>	
C. C. WILLIAMS, <i>Secretary</i>	
NATHAN ADAMS	DR. UMPHREY LEE
JOHN W. CARPENTER	

Settlement of differences arising between Dallas concerns and between management and workers is expedited through cooperative action of this committee, whose members serve as arbiters when called upon.

Athletics

JULIUS SCHEPPS, <i>Chairman</i>	
JOE C. THOMPSON, <i>Vice Chairman</i>	
J. BEN CRITZ, <i>Secretary</i>	
DICK ANDRADE	ALVIN HEROLD
JAMES W. ASTON	DR. SHIRLEY HODGES
TYREE L. BELL	JAMES S. HUDSON
WARD BELL	ZACH L. MAJORS
ARNOLD J. BLAIR	GRAHAM PIERCE
BEN LEE BOYNTON	DAN ROGERS
FRANK CAMP	J. CURTIS SANFORD
P. C. COBB	C. A. TATUM
A. L. EXLINE	R. L. THOMAS
P. B. GARRETT	JOE UTAY
I. M. GREEN	GEORGE WHITE
JERE HAYES	JAMES K. WILSON

Cooperation is extended by this committee to all groups engaged in the promotion and staging of sports events in Dallas and the expansion of Dallas' athletic facilities.

Auditorium

STANLEY MARCUS, <i>Chairman</i>	
Z. E. BLACK, <i>Secretary</i>	
FENTON J. BAKER	TOM H. OWENS
CECIL HIGGINBOTHAM	R. L. THOMAS
LESTER P. LORCH	CLYDE A. WHERRY

This committee stands ready to work with City of Dallas officials and other interests in facilitating the erection of a

downtown auditorium as one of the projects scheduled under the Dallas Master Plan.

Aviation

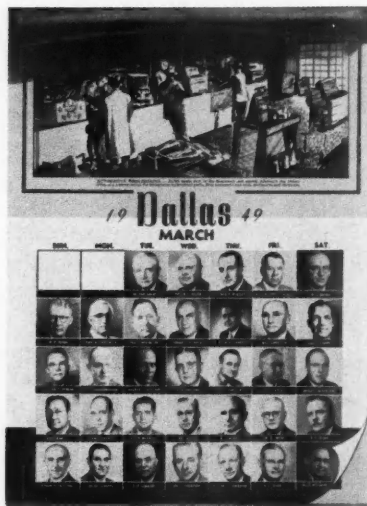
W. J. BROWN, <i>Chairman</i>	
PEYTON L. TOWNSEND, <i>Vice Chairman</i>	
THOMAS W. FINNEY, <i>Secretary</i>	
DICK ANDRADE	STANLEY MARCUS
JAMES W. ASTON	OWEN MURRAY
REX B. BEISEL	W. W. OVERTON
D. HAROLD BYRD	J. HOWARD PAYNE
W. A. GREEN	AL REED
WILSON GERMANY	WALLACE SAVAGE
GEORGE E. HADDADAWAY	FRED SCHOELLKOPF, JR.
HOWARD P. HOLMES	HOWARD N. SMITH
L. H. P. KLOTZ	ROBERT J. SMITH
TOM LEACHMAN	C. A. TATUM
REX LENTZ	R. L. THOMAS
W. C. McCORD	R. L. THORNTON, JR.
J. KIRBY McDONOUGH	HAROLD VOLK
C. C. McGAUGH	D. L. WHITTLE
B. F. McLAIN	HENRY WILLARD
CHARLES L. MAILLOT	JAMES K. WILSON

Continued growth of Dallas as an aviation center is the concern of this committee, which cooperates in events and projects having to do with the general promotion of aviation in the Dallas area and works with all interests active in matters affecting the industry as related to Dallas.

Braniff International Airways

JOE C. THOMPSON, <i>Chairman</i>	
FRED F. FLORENCE, <i>Vice Chairman</i>	
NATHAN ADAMS	B. F. McLAIN
W. J. BROWN	STANLEY MARCUS
JACK P. BURRUS	CLINT W. MURCHISON
JOHN W. CARPENTER	W. F. NEALE
PAUL CARRINGTON	CHARLES ROBERTS
DR. E. H. CARY	E. P. SIMMONS
ROBERT L. CLARK	R. G. STOREY
E. M. DEALEY	JAMES R. TEMPLE
TOM C. GOOCH	R. L. THORNTON
J. L. LATIMER	

The objective of this committee is to extend Dallas Chamber of Commerce cooperation to Braniff International Airways in matters affecting Dallas including routes and schedules.



This Month's Cover. All the days of the month, all the months of the year, whether the time be March or June or December, the Dallas Chamber of Commerce is at work as Dallas' most important city-building organization. This month's cover of DALLAS, designed by Bud Biggs, pictures the men who run the committees—key groups which work around the calendar to facilitate the Dallas Chamber's work program. For his illustration for the March page of the 1949 calendar, which the cover of DALLAS simulates, Mr. Biggs selected a typical scene in one of Dallas' many automotive jobbing stores, whose combined operations help to rank Dallas first in the Southwest as a distribution center for automotive replacement parts, shop equipment and tools, accessories and chemicals. (See story on Page 8.)

Budget and Finance

AUSTIN F. ALLEN, *Chairman*
R. L. THORNTON, *Vice Chairman*
D. A. HULCY, *Ex Officio*
J. BEN CRITZ, *Secretary*

J. B. ADOUE, JR.	J. L. LATIMER
A. H. BAILEY	B. F. McLAIN
W. J. BROWN	J. B. O'HARA
OSCAR BRUCE	WALTER L. PREHN
JOHN B. DONOVAN	DEWITT T. RAY
EDGAR L. FLIPPEN	TED W. ROBINSON
P. B. GARRETT	J. C. TENISON
HOLMES GREEN	PEYTON L. TOWNSEND
S. J. HAY	EARLE WYATT
ARTHUR L. KRAMER	

The 1949 budget of the Dallas Chamber of Commerce has been prepared under the direction of this committee and has been approved by the board of directors.

Central Boulevard

W. M. HOLLAND, *Chairman*
HENRY S. MILLER, *Vice Chairman*
R. M. CLIFT, *Secretary*

W. J. BROWN	A. J. KLEIN
W. W. CARUTH, JR.	DR. UMPHREY LEE
HENRY J. COHN	WYLIE A. PARKER

This committee is concerned with the completion of Central Boulevard as an integral part of the Dallas Master Plan and a major contribution to the city's development.

Conventions

TOM H. OWENS, *Chairman*
RAYMOND HALL, *Vice Chairman*
Z. E. BLACK, *Secretary*

LAYTON W. BAILEY	A. CARLTON LAWLER
LOUIS CHARNINSKY	DAVID McMINN
OLNEY DAVIS	C. C. RENFRO
LELAND DUPREE	ROBERT A. ROSS
HENRY E. ENGLISH	JAMES R. SHAFFER
WAYNE GRATIGNY	DR. DAVIS SPANGLER
GASTON HALLAM	JAMES K. WILSON
RICHARD HALLAM	RAY WILSON
S. J. HAY	

To enhance Dallas' reputation as a foremost convention city of the nation, this committee assists groups holding meetings in Dallas, works to keep the city's convention facilities adequate to needs, and concerns itself with attracting additional meetings to Dallas.

Cooperation With Postmaster

PEYTON L. TOWNSEND, *Chairman*
W. B. CLAYTON IRA L. McCOLISTER

Assistance is extended by this committee to the Dallas postmaster in all matters in which Dallas Chamber of Commerce cooperation is desired in connection with the operations of the Dallas post office.

Downtown Traffic Representatives

AUSTIN F. ALLEN IRA L. McCOLISTER
S. J. HAY

These men represent the Dallas Chamber of Commerce in the program of the Downtown Traffic Committee to improve traffic and parking conditions.

Estate Tax Provision

JAKE L. HAMON, *Chairman*
W. P. LUSE J. W. SIMMONS
A. J. RIFE

This committee keeps informed as regards legislation and regulations affecting the taxing of estates and is active in guarding against excessive and discriminatory taxation.

Federal Legislation

W. J. MORRIS, *Chairman*
EDGAR L. FLIPPEN, *Vice Chairman*
J. BEN CRITZ, *Secretary*

ROSSER J. COKE	PAUL PENLAND
HENRY E. ENGLISH	WALTER L. PREHN
E. B. GERMANY	R. L. THORNTON
LESLIE L. JACOBS	W. D. WHITE
TOM MATTHEWS	GEORGE O. WILSON

Federal legislation affecting Dallas comes before this committee for study and recommendation for action in the name of the Dallas Chamber of Commerce.

Federal Taxation of Community Income

HYMAN PEARLSTONE, *Chairman*
NATHAN ADAMS, *Treasurer*

J. B. ADOUE, JR.	GEORGE L. MacGREGOR
A. H. BAILEY	DR. MINNIE LEE MAFFETT
O. SAM CUMMINGS	E. E. SHELTON
JAKE L. HAMON	E. P. SIMMONS
S. J. HAY	JAMES SWIFT
PAUL JACKSON	R. L. THORNTON

The responsibility of this committee is to keep alert to proposed Federal legislation and regulations adversely affecting Dallas residents in paying Federal tax on community income and to resist in cooperation with other interests all actions prejudicial to the rights of Dallas taxpayers under Texas community property laws.

Fine Arts

ALLEN MAXWELL, *Chairman*
MISS MABEL DUKE, *Secretary*

CLAY BAILEY	JOHN ROSENFELD
JERRY BYWATERS	LON TINKLE
TOM GRIMES	

This committee functions to advance Dallas' cultural life by encouraging and cooperating in events and projects serving to enhance Dallas' position as a fine arts center.

Fire Prevention

W. R. BURNS, *Chairman*
ALFONSO JOHNSON, *Secretary*

A. H. BAILEY	FRED MALLINSON
EDGAR L. FLIPPEN	ALLEN MERRIAM
DAN GABRYSCH	HENRY S. MILLER
WILLIAM S. HENSON	PAUL PENLAND
MAURICE L. LEVY	HUGO SCHOELLKOPF
IRA L. McCOLISTER	HARRY C. WITHERS
FRANK L. McKENY	

Working with all interested groups in seeking by fire prevention activities to reduce Dallas' loss of life and property by fire is the responsibility of this committee.

Foreign Trade

RAY MILLER, *Chairman*
ROY JENKINS, *Secretary*

CHARLES E. BEARD	NICK ROBERTS
E. L. BLANCHARD	WILBUR ROBERTS
B. S. GIBSON	J. FRED SCHOELLKOPF
N. H. GOODE	RUBE TOBOLOWSKY
FRED R. HORTON	H. A. WIDDECKE
C. A. JOHNSTON	C. C. WILLIAMS
FRED C. MARTH	HAROLD YOUNG
IRVING PIERCE	

Encouragement of world trade, particularly with Latin American countries, and assistance to Dallas firms engaged in or desiring to enter the import-export business are the principal objectives of this committee.

Fund Raising for Farm Boys and Girls

JULIUS SCHEPPS, *Chairman*
FRED F. FLORENCE, *Vice Chairman*
Z. E. BLACK, *Secretary*

JOHN W. CARPENTER R. L. THORNTON
EDGAR L. FLIPPEN

The purpose of this committee is to raise funds for providing lunches for 4-H Club Boys and Girls and Future Farmers and Homemakers attending the State Fair of Texas on Rural Youth Day.

Health

WILLIAM S. HENSON, *Chairman*
CLIFTON BLACKMON, *Secretary*

M. ALLEN ANDERSON	HARRY ERNSTROM
DR. J. W. BASS	A. CARLTON LAWLER
DR. J. W. BOURLAND	ALLEN MERRIAM
W. J. BRYAN	DR. J. M. PICKARD
DR. JANET CALDWELL	HARRY C. WITHERS

This committee is the medium for Dallas Chamber of Commerce participation in community efforts for promoting good health and cooperation with agencies engaged in various health programs.

Highways

J. NEAL MANCILL, *Chairman*
HENRY S. MILLER, *Vice Chairman*
R. M. CLIFT, *Secretary*

TYREE L. BELL	CHARLES E. SIMONS
E. D. BALCOM	R. D. SUDDARTH
W. A. BLAIR	L. O. TURNER
LOUIS BLAYLOCK	ROY WADSWORTH
J. T. CONROY	M. C. WELLBORN
R. H. CLINGER	CLYDE WHERRY
E. L. DABNEY	L. R. WINBORN
W. M. HOLLAND	ANGUS WYNN, JR.
THOMAS E. HUFFMAN	E. A. WOOD
O. H. KOCH	HONORARY MEMBERS:
MATT LARKIN	W. H. COYLE
MARVIN LOVE	LYNN V. LAWTHER
C. D. McDONALD	JOHN W. ROWLAND
JOHN O. McSHAN	DENVER SEALE
A. M. MATSON	W. L. STERRETT
RAY OLINGER	JAMES R. TEMPLE
J. D. PIPER	RODERIC B. THOMAS
N. E. SHANDS	

Chief functions of this committee are the promotion of highway maintenance, extension, and improvement in Dallas County and cooperation with neighboring counties and various trafficway sponsoring groups.

Industrial

O. H. KOCH, *Chairman*
W. H. HENGER, *Vice Chairman*
THOMAS W. FINNEY, *Secretary*

L. A. BICKEL	P. O'B. MONTGOMERY
R. H. CLINGER	TOM H. OWENS
T. C. FORREST	CLYDE L. STEWART
KARL F. HOEFLE	C. A. TATUM
J. A. McCAUL	E. A. WOOD
ROBERT McCULLOCH	

Helping prospective new industries to locate industrial sites and supplying them with technical and other data for the development of properties acquired are the principal services of this committee.

Interracial Relations

M. J. NORRELL, *Chairman*

W. HOWARD BEASLEY R. L. THOMAS
HUGO W. SCHOELLKOPF

Cooperation of the Dallas Chamber of Commerce in various activities designed

to promote wholesome interracial relations is extended by this committee.

Liaison With City Officials

THEO P. BEASLEY, *Chairman*

W. B. CLAYTON	STANLEY MARCUS
IRA L. McCOLISTER	CHARLES R. MOORE
B. F. McLAIN	R. L. TAYLOR

The function of this committee is to serve as the official contact group of the Dallas Chamber of Commerce in conferences with city officials on matters of mutual interest.

Local Government

ALEX WEISBERG, *Chairman*
SAWNIE R. ALDREDGE, *Vice Chairman*
Z. E. BLACK, *Secretary*

HOWARD BARKER	FRANK L. McNENY
HARRY BASS	C. L. MAILLOT
W. E. BUTLER	CHARLES R. MOORE
DR. E. H. CARY	SAMUEL D. MYRES
GEORGE CLOUGH	HUGH PRATHER
HERBERT P. GAMBRELL	L. M. RICE
WILLIAM F. HAUHART	FRANK M. RYBURN
WILLIAM S. HENSON	JERRY SPRING
KARL HOBLITZELLE	E. B. STROUD
W. M. HOLLAND	R. D. SUDDARTH
A. L. KRAMER	SAMSON WIENER
LEWIS B. LEFKOWITZ	C. C. WILLIAMS
RUSSELL S. McFARLAND	

This committee studies problems of local government and makes recommendations of a constructive nature for improvement of Dallas County, City, and School administration.

Maintenance of Trinity River Levees

EDGAR L. FLIPPEN, *Chairman*
PAUL CARRINGTON CHARLES R. MOORE
GEORGE L. MacGREGOR

Matters affecting the Trinity River levees and their maintenance come within the jurisdiction of this committee for study and recommendation.

Membership

P. B. GARRETT, *Chairman*
ALPHONSO RAGLAND, JR., *Vice Chairman*
HUGH SAWYER, *Secretary*

J. RICHARD BROWN	P. O'B. MONTGOMERY
N. B. CLINCH	W. J. MOSER
R. E. DENNISON	W. H. OLDHAM
V. A. EMBLAD	DON PIKE
E. E. FARROW	BARNEY SHIELDS
FRANK HELLER	DENYS R. SLATER
HERBERT HOLCOMB	HERBERT M. TATUM
ALBERT MAY	ROBERT C. THOMPSON
CARLO MESSINA	

Maintenance of the membership of the Dallas Chamber of Commerce at a vigorous, healthy level, with emphasis on a

continuous new member recruiting program, is the principal objective of this committee.

Military Affairs

WEAVER E. HOLLAND, *Chairman*
F. O. BURNS, *Vice Chairman*
M. E. HANNON, *Secretary*

COL. LUCIAN BERRY	LT. COL. RUSSELL L.
JOHN L. BRIGGS	MOSES
COL. FRANCIS H. BRINK	JOE J. MURRAY
CAPT. L. R. CLOERN	CAPT. M. A. NATION
L. COL. ROYCE W. COLN	L. H. RIDOUT, JR.
J. P. CROWDER	WALLACE H. SAVAGE
HARRY CRUTCHER	ELMER F. SCHMIDT
STANLEY W. FORAN	LT. COL. WALTER H.
COL. ALLEN F. FULTON	STEPHENS
JAMES A. GILRUTH	L. A. STEWART
LT. COMDR. J. B.	LEON TATE
HOLTON	CAPT. ERNEST J. VON
COL. JOHN P. KENNEY	KLECK
THOMAS G. LANPHER	LT. A. F. WHITE
REX V. LENTZ	COMDR. B. D.
JOHN W. MAYO	WOOD, JR.
LAURENCE MELTON	

Activities of the Dallas Chamber of Commerce of a military nature including military observances and events and cooperation with local military installations are handled by this committee.

New Federal Building

E. P. SIMMONS, *Chairman*
W. B. CLAYTON J. HOWARD PAYNE
CHARLES R. MOORE

The work of this committee has to do with extending Dallas Chamber of Commerce cooperation in connection with efforts to have a new Federal building erected in Dallas to meet the need for additional post office and other Government office facilities.

New Industries

NATHAN ADAMS, *Chairman*
R. L. THORNTON, *Vice Chairman*
THOMAS W. FINNEY, *Secretary*

A. H. BAILEY	GEORGE L. MacGREGOR
W. R. BURNS	R. J. MORFA
JOHN W. CARPENTER	J. B. ORAND
FELIX DORAN, JR.	WALTER L. PREHN
FRED F. FLORENCE	J. C. TENISON
O. H. KOCH	W. G. VOLLMER

This committee's activity centers on efforts to interest industries in establishing new or expanding existing operations in the Dallas area.

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J. BEN CRITZ, *Secretary*

RUSHTON L. ARDREY	JOHN C. KARCHER
DON BENNETT	WILLIAM D. McBEE
E. H. BLUM	HARRY MOSS
FRANKLIN I. BRINEGAR	FRED F. MURRAY
R. M. CHAN	ELMER F. SCHMIDT
ROBERT FOREE	J. W. TIMMINS
SAM GLADNEY	P. N. WIGGINS
HOWARD P. HOLMES	WILLIAM R. WILDES
RAY HUBBARD	DAN C. WILLIAMS

Various matters affecting the oil and gas industry of Dallas come within the scope of this committee's activity.

Pension Plan

AUSTIN F. ALLEN, *Chairman*
MILTON BROWN
J. L. LATIMER
CLYDE STEWART

Administration of the pension plan set up for members of the staff of the Dallas Chamber of Commerce is the function of this committee.

Public Buildings

CECIL HIGGINBOTHAM, *Chairman*
Z. E. BLACK, *Secretary*

F. J. BRAY	HARRY MEADOR
HENRY DORSEY	J. B. O'HARA
GRAYSON GILL	E. P. SIMMONS
JAKE GOLMAN	RAE E. SKILLERN
WALLACE HAWKINS	JOE C. THOMPSON
O. H. KOCH	CLYDE WHERRY
A. M. MATSON	J. HART WILLIS
RAY McDOWELL	

Construction of new public buildings and the modernization of existing build-

ings to meet civic needs are the principal interests of this committee.

Relations With Dallas Industries

R. E. PEAKE, *Chairman*
TED W. ROBINSON, *Vice Chairman*
M. E. HANNON, *Secretary*

MARC ANTHONY	HOMER MITCHELL
E. O. CARTWRIGHT	W. OWEN MURRAY
T. MARION CULLUM	R. T. PALMER
J. O. DAVIS	LAWRENCE S. POLLOCK
TED DEALEY	A. C. PRENDERGAST
GEORGE DORMAN	MORELLE RATCLIFFE
DAN T. GABRYSCH	GEORGE SCOTT
TOM C. GOOCH	E. P. SIMMONS
WALLACE HAWKINS	HAROLD VOLK
PORTER LINDSLEY	WALTER B. WILLIAMS
Z. E. MARVIN, SR.	EARLE WYATT
CHESTER L. MAY	

This committee helps build civic mindedness among industrial employees and stands ready to extend Dallas Chamber of Commerce cooperation to Dallas industries in every way possible.

Relations With the Chamber of Commerce of the United States

GEORGE WAVERLEY BRIGGS, *Chairman*
J. R. BROWN, *Vice Chairman*
J. BEN CRITZ, *Secretary*

FRED F. FLORENCE	B. F. McLAIN
R. R. GILBERT	STUART MCGREGOR
TOM C. GOOCH	JERRY SPRING
JAMES P. GRIFFIN	TRAVIS T. WALLACE
NETH LEACHMAN	

All policy matters submitted to the Dallas Chamber of Commerce by the Chamber of Commerce of the United States are studied by this committee,

which in turn makes recommendations for action to the board of directors of the Dallas Chamber.

Small Business

R. T. HUNT, JR., *Chairman*
L. E. ASKEW, *Vice Chairman*
WILLIAM BACON
BEN E. CABELL
HOLMES GREEN
H. B. HORSLEY
E. P. PENLAND
R. M. WASKOM
J. O. YEARGAN

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study various matters affecting small business and make recommendations.

State Legislation

PAUL CARRINGTON, *Chairman*
J. CLEO THOMPSON, *Vice Chairman*
Z. E. BLACK, *Secretary*

THEO P. BEASLEY
FRANK BROOKS
H. E. DILL
CARL FLAXMAN
TOM L. McCULLOUGH
FRANK L. McHENY
CLARENCE R. MILLER

AUTRY NORTON
E. PAUL PENLAND
LAWRENCE S. POLLOCK
E. P. SIMMONS
J. T. SUGGS
WILL C. THOMPSON

Legislation pending or prepared for introduction in the Texas Legislature is studied by this committee, which makes

recommendations for action to the board of directors of the Dallas Chamber of Commerce.

Transportation

MAX GOODSTEIN, *Chairman*
PAUL STALLINGS, *Vice Chairman*
SAM GOODSTEIN, *Secretary*

SAM BERRY
JACK ESTES
WALLACE GREEN
ROY K. HALL
FRED R. HORTON
L. O. LANGLEY

F. A. LEFFINGWELL
H. B. LOCKETT
CECIL T. NEWSOM
E. H. PIERSON
R. R. RABON
A. L. REED

This committee functions for the best interest of shippers and receivers of merchandise by studying various traffic and

transportation problems and then making recommendations to the board of directors of the Dallas Chamber of Commerce as a basis for board action in stating the position of the Dallas Chamber on traffic matters.

Trinity River Development

JOHN W. CARPENTER, *Chairman*
LUTHER M. JORDAN, *Vice Chairman*
J. BEN CRITZ, *Secretary*

THEO P. BEASLEY
W. J. BROWN
DR. E. H. CARY
W. B. CLAYTON
CARR P. COLLINS
TOM P. ELLIS
JOHN M. FOOTS
W. A. GREEN, JR.
ROBERT P. LEHR
CLIFTON LINZ
J. W. MANGELSDORF
HERBERT MARCUS
Z. E. MARVIN
A. M. MATSON

HOMER R. MITCHELL
GEORGE F. MIXON
L. C. PORTER
HUGH E. PRATHER
R. B. RHINEHART
HARRY L. SEAY
GEORGE SERGEANT
E. P. SIMMONS
RAE E. SKILLERN
C. C. WEICHSEL
MARTIN WEISS
J. A. WORSHAM
WESLEY F. WRIGHT

Trinity River improvement projects involving water and soil conservation and canalization as major civic undertakings for the benefit of Dallas receive the attention of this committee.

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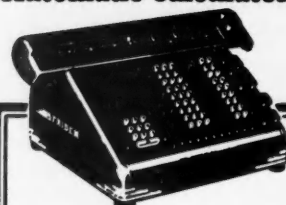
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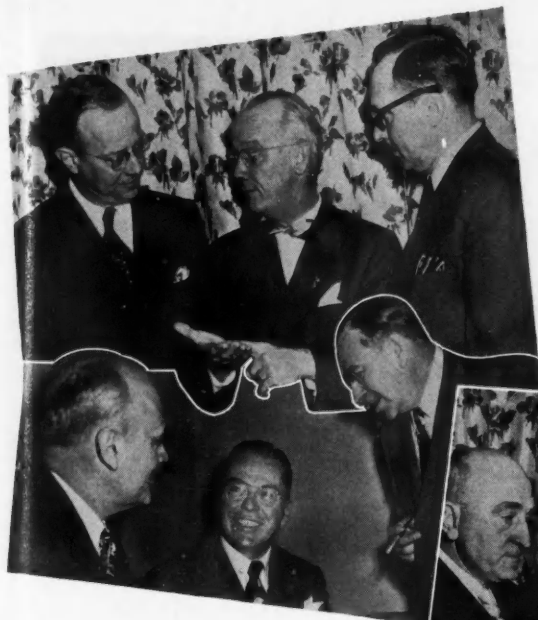
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TULSA VISITORS are pictured with Dallas hosts, left to right, top, Pete Tuepker, Mayor Jimmie Temple, and L. Harold Wright; bottom, left, Dick W. Reeves, General Manager Rex Beisel of Chance Vought Aircraft; and Miles L. Austin; and, right, R. Elmo Thompson, chairman



of the visiting group, and D. A. Hulcy, Dallas Chamber president.

Tulsa Business Leaders Look Over Dallas' Planned Industrial Areas

A group of Tulsa business leaders got a first-hand view last month of four of Dallas' planned industrial districts during a day's visit in the city as guests of the Dallas Chamber of Commerce. A luncheon and an afternoon's conference with various district developers in the Dallas Chamber board room was preceded by a tour of the four districts—Trinity Industrial District, served by the Texas & Pacific Railway, the Rock Island Lines, and Cotton Belt Lines; Airlawn, served by the Missouri-Kansas-Texas Railroad; Texas & Pacific's Eagle Ford District; and the Santa Fe Industrial District.

The Tulsans included Pete Tuepker, Public Service Company of Oklahoma; R. Elmo Thompson, vice president, First National Bank of Tulsa; King Bostock, vice president, National Bank of Tulsa; Dick W. Reeves, general sales manager, Oklahoma Natural Gas Company; L. Harold Wright, manager of the industrial department of the Tulsa Chamber of Commerce; and Jacques Cunningham, assistant manager of the Tulsa Chamber's industrial department. Out-of-town railroad men who joined in the tour included Miles L. Austin, St. Louis, Frisco Lines.



Opens McGraw-Hill Office. Joseph H. Allen is Southwestern manager of the new district office opened in the Empire State Bank Building in Dallas by the McGraw-Hill Publishing Company. Serving the states of Texas, Oklahoma Louisiana, Mississippi, and Arkansas, the office is equipped to assist manufacturers and advertising agencies with all McGraw-Hill market and media services as well as specific information on the 33 business and industrial publications and the one consumer publication ("Science Illustrated") published by McGraw-Hill. The business and industrial publications include "Business Week," "Aviation Week," "Construction Methods," and "Power." Mr. Allen, who has been with

McGraw-Hill since 1938, with time out for three and a half years of Navy serv-

ice, formerly served the organization in the Chicago office.



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December 31, 1948

ASSETS

Bonds (U. S. Government, State, County, Municipal, Etc.)	\$ 6,709,314.51
FHA Government Insured Mortgage Loans	2,561,097.32
Other First Mortgage Loans on Real Estate	6,641,965.97
Insured Savings and Loan Certificates	485,662.50
Cash	770,738.68
Stocks (at Market Value)	370,468.30
Real Estate	23,088.76
Loans to Policyowners (Secured by Policy Reserves)	1,158,426.09
Net Premiums in Course of Collection	607,318.20
Other Admitted Assets	5,354.39
Total Admitted Assets	\$19,333,434.72

LIABILITIES

Death Claims, Due and Unpaid	None
Claims Awaiting Proof	\$ 98,918.61
Reserve for Premiums and Interest Paid in Advance	403,156.81
Reserve for Taxes	43,953.96
Agents' Retirement Fund	60,021.28
Reserve for Miscellaneous Liabilities	101,015.30
Dividends and Coupons Left to Accumulate at Interest	\$ 1,279,526.14
Reserve for Current Dividends to Policyowners	88,787.62
Legal Reserve to Guarantee all Policies	15,787,235.01
Total Policyowners' Funds	\$17,155,548.77
Capital Stock	\$ 467,270.00
Surplus	1,003,549.99
Surplus Protection to Policyowners in addition to Required Legal Reserve	\$ 1,470,819.99
Total Amount to Protect Policyowners	\$18,626,368.76
Total to Balance Assets	\$19,333,434.72
Total Insurance in Force	\$136,402,364.00

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THEO P. BEASLEY, President





Mirror for Man

By Clyde Kluckhohn. Published by Whittlesey House. 385 pages. \$3.75.

DR. Clyde Kluckhohn, author of "Mirror for Man," is one of the leading anthropologists in the world today. He is professor of anthropology at Harvard University.

The word "anthropology" is defined as the science of man in general—the science of the physical facts concerning man, his development, history, geographical distribution, ethnology, and culture. In "Mirror for Man," Dr. Kluckhohn takes the human race apart, and shows what makes it tick, why people react as they do, and the reasons behind those reactions. This book is a study of mankind through the ages with a revealing insight to the layman and scientist alike to create a better world and one of unity for the future.

Anthropology, says Dr. Kluckhohn, is an old study dating back to the Greek historian, Herodotus, who has been called the "father of anthropology," and yet it was not until the late eighteenth and nineteenth centuries that scientific anthropology began to develop. Dr. Kluckhohn's first interest in the subject was when he began studying the Indian and Spanish speaking peoples of the Southwest. His experiences in the Navaho country were described in two previous books.

During the war he worked in the Military Intelligence Division of the War Department, and became chief of the Policy Division in the Far East of the Office of War Information. So, one can readily see that this old but new science can be applied as well as studied.

Whether or not anthropology can break down the walls of prejudice that exist now and have always existed between peoples and nations remains to be seen, but surely the knowledge of human behavior and the basic reasons for past actions may have a great bearing on reducing world problems in the future. "Mirror for Man" was chosen out of more than two hundred and fifty entries

as "the one book that contributed the most to man's understanding of the world today," and thus it was named the winner of the \$10,000 prize by Whittlesey House. The book is written for the layman, and is a most readable and informative book on a difficult subject.

"Mirror for Man," is, as its title so perfectly states, a looking glass with a kaleidoscopic view of the past achievements and errors of man to be used as the foundation and guide for bringing about a better understanding of all the tomorrows.—JERRY PORTER.

The Dictionary of Humorous Quotations

Edited by Evan Esar. Published by Doubleday. 370 pages. \$2.95.

HERE is a new and unique treasury of quotable humor—the pithy, pungent, penetrating wit of the great literary masters from Doctor Johnson to Damon Runyon, from Plutarch to Dorothy Parker. It includes every phase and type of literary mot—epigram, paradox, and caricature, surgical satire, and classic misquotation.

"The Dictionary of Humorous Quotations" is more than pungent, provocative reading. The practical arrangement of the material under author entries and the comprehensive cross-index by subject make it an invaluable tool for writers, public speakers, teachers, for anyone who understands the leavening uses of humor.

Mirage

By Helen Topping Miller. Published by Apple-Century Crofts. 312 pages. \$2.75.

HELEN TOPPING MILLER's new historical novel, scheduled to be released early this spring, is on early Texas, and every Texan will be interested in this book in which the author has captured the spirit which has made Texas. The story concerns the frontier days of Texas, and should be a candidate for the Texas Institute of Letter's Award.

—A. WHITE.

Hudson & Hudson

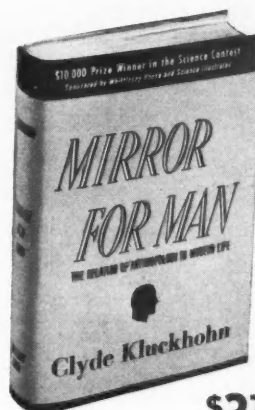
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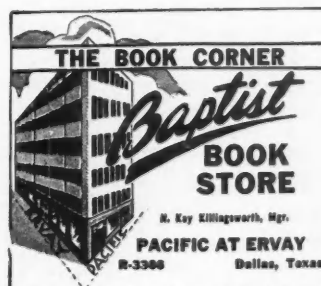
MIRROR For Man

The relation of anthropology to modern life.

by

DR. CLYDE KLUCKHOHN

You'll find it at . . .



Kirsch Opens Dallas Branch

DALLAS last month became the center of Southwestern operations of the world's largest producer of a complete line of Venetian blinds and drapery hardware (some 5,000 window items) when the Kirsch Company of Sturgis, Mich., opened a new factory branch at 103-7 Pittsburgh Street in the Trinity Industrial District.

One of six branches in the United States, the new Dallas unit of Kirsch is housed in a new one-story building of modern design providing 23,000 square feet of space for sales offices and warehouse. The branch serves the states of Texas, Arkansas, New Mexico, Oklahoma, Louisiana, Mississippi, and Alabama, in which the company has some 4,000 authorized dealers. In addition to stocking the Kirsch line of metal and plastic Venetian blinds and drapery hardware the branch is equipped for custom assembly of curtain rods and blinds.

Headed by Guy W. Kirsch, president of the Kirsch Company, a group of top Kirsch executives was on hand for a sales meeting of Southwestern retailers and an open house which formally opened the new Dallas factory branch. The Dallas operation represents an investment of some \$400,000 in land, building, equipment, and inventory. Other officials attending the formal opening included John N. Kirsch, vice president of the company; P. B. Stratton, executive vice president; L. D. Ford, general sales manager; and Bryan Hendershott, Wash-

ington, D. C., public relations director.

Branch manager at Dallas is H. R. Elliott, who previous to his transfer to Dallas had been general manager of the Venetian blind division in the Kirsch headquarters plant in Sturgis. He had served in the Kirsch home office for 14 years in various capacities.



TOP, left to right John N. Kirsch, H. R. Elliott, and Guy W. Kirsch, and below, left to right Bryan Hendershott, L. D. Ford and P. B. Stratton

—Photographs by Squire Haskins.

LEFT, aerial view of Dallas factory branch building of the Kirsch Company.

Letters

I and my wife, on our way from Chicago to California, were unfortunate enough to be in the Dallas district January 30 (at the time of a severe ice storm—editor). So to save time I took Loop 12 to Fort Worth and on one of those high banked curves I was one of many who slipped off the road. I think there were eight cars at the spot off the road. Everybody was very courteous, so we all got to work straightening things out (said things being autos).

There were four or five men there helping who were residents of your great city. So after everything was all fixed up and the cars were all shoved up to the top of the curve I thought the only way to show my appreciation was to offer the men a couple of bills. Here is what they said, "Hell, man, you are in Texas; we don't accept money for helping strangers in our state."

I thought that remark so good that I repeat it every chance I get. Maybe it would be a good thing if everybody had that thought nowadays.

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307

Dallas Branch of Remington Rand In New Building

THE Dallas branch of the systems division of Remington Rand, Inc., has occupied its new, modern building at 2100 North Akard Street, which provides an increase of about 50 per cent over the space in the former quarters at 2101 Commerce Street.

The new, two-story structure, pictured at right, was erected for leasing to Remington Rand by Properties, Inc., and provides 20,000 square feet of area for offices and display rooms. Three large windows, each 19 feet wide, were designed to permit maximum display of the firm's products. The entrance opens into a 89-by-24 foot display room, behind which are located service and storage rooms. Offices are on the second floor.

Three of Remington Rand's systems division executives came to Dallas from New York City for the removal to the new quarters and are pictured at top, right, with Frank Heller, right, manager of the Dallas branch. Shown looking over a Dexigraph machine used for photo copying, the headquarters officials of the systems division are, left to right, T. J. Norton, general sales manager; M. H. Simmonds, assistant sales manager; and Al N. Seares, vice president.

Facilities in the new Remington Rand building will include a microfilm-processing laboratory, scheduled to go into operation as soon as equipment can be received. The Dallas branch serves North Texas, Southern Oklahoma, and New Mexico.

George L. Dahl was architect for the new Remington Rand building.

The UNITED MOTOR COMPANY has opened its new automobile motor exchange plant at 2501 Live Oak Street.



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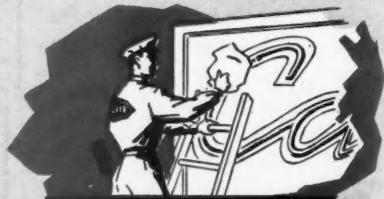
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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are seeking representation in Dallas and vicinity.

Pikes Peak Plastics, 5 West Cucharas Street, Colorado Springs, Colo., manufacturer of plastic fabricated products, is seeking a representative presently calling on hardware, automotive, sporting goods, and plumbing jobbers.

Everhot Products Company, 2001-09 West Carroll Avenue, Chicago 12, Ill., underground lawn sprinkler manufacturers, is seeking sales agent calling on hardware dealers, nurseries, seed stores, farm implement dealers, and building supply dealers.

Stallton Chemical Corporation, 8-14 Thirteenth Avenue, Long Island City 1, N. Y., fire retardant and non-toxic paint and coating manufacturer, is seeking a Dallas distributor presently dealing in retail lumber or builders' supplies.

Paul H. Bartsch, Hotel Cleveland, Cleveland, Ohio, manufacturer of mental hospital seclusion room equipment, is seeking Dallas representative on a franchise basis.

American Alkyd Industries, Broad and Fourteenth Street, Carlstadt, N. J., is seeking sales agents presently handling raw materials for the paint, varnish, and lacquer industry.

Gordon Johnson Company, 2519 Madison Avenue, Kansas City 8, Mo., egg handling equipment and poultry dressing equipment manufacturer, wishes to contact firms or individuals now engaged in calling on poultry stores, lockers, and broiler plants.

W. R. Louis, Hotel Commodore, Third and F Streets, San Diego, Calif., manufacturer of cleaning compounds for upholstered furniture, is seeking a Dallas distributor.

Domestic Trade Department, Los Angeles Chamber of Commerce, Los Angeles, Calif., is seeking a Dallas distributor interested in handling copies of a new home plan book for lumber yards and building material dealers.

Schenectady Varnish Company, Schenectady 1, N. Y., manufacturer of alkaloid and phenolic resins, is seeking a representative presently handling a related non-competitive line.

Wilcox Plastics, P. O. Box 6967, Goodrich Boulevard, Los Angeles 22, Calif., is seeking a manufacturer's agent handling housewares, toys, games, gifts, baby items, or athletic equipment.

Metal Screen Manufacturing Company, 70 Heights Boulevard, Houston 7, Texas, aluminum screen manufacturer, wishes to establish a franchised fabricator in Dallas.

Gage Products Company, Twelfth & Walnut Street Building, Kansas City 6, Mo., is seeking a Dallas distributor presently engaged in the automotive field.

Hanson-Loran Chemical Company, 5584 Paramount Boulevard, Long Beach 6, Calif., refrigerator deodorizer

manufacturer, is seeking representation in the Southwest.

Louis Paul Jonas, Churchtown-Hollowville Road, Hudson R. D. 2, N. Y., sculptor, is seeking a Dallas agent to handle a line of 1/10 scale miniature animal models.

J. A. Fay & Egan Company, 2021 Eastern Avenue, Cincinnati 2, Ohio., woodworking machinery manufacturer, is seeking a sales agent for Dallas.

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Dallas Host to Students. Thirty-four European high school students—a boy-and-girl team from each of 17 Marshall Plan countries—were shown Dallas' attractions recently during their visit of

several days on a swing across America under sponsorship of the "New York Herald Tribune" and the Civil Air Patrol.

The visitors from Europe, accompanied by a pair of students from New

York City high schools, are pictured above at the home of Colonel D. Harold Byrd of the Civil Air Patrol, who entertained with a party and a floor show after a day spent visiting schools, industrial plants, and other places. Three CAP planes flew the students on their tour of the nation.

The boys and girls are shown giving their impressions of Dallas to Hank Miller, a State Department "Voice of America" interviewer, who accompanied the group. Colonel Byrd is shown in the center of the group. The students won the trip by writing the best essays on America. They came from Austria, Belgium, Denmark, France, Germany, Great Britain, Greece, Holland, Iceland, Ireland, Italy, Luxembourg, Norway, Portugal, Sweden, Switzerland, and Turkey.

RAY MATLOCK, formerly a service representative of Consolidated Vultee in San Diego, a section supervisor for Aviation Maintenance at Van Nuys, and a service representative for Pacific Airmotive at Burbank, has joined Southwest Airmotive Company of Dallas as traveling service representative.

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Newest Helicopter Visits Dallas for Demonstration

Dallasites got a view last month of United Helicopters' Hiller 360, latest-type helicopter described as the world's simplest flying craft.

On a cross-country flight, the flying machine dropped down at Brook Hollow Country Club to give Dallas press, radio, and businessmen a ride and demonstrate its flexibility for meeting varied requirements of agricultural, industrial, and commercial helicopter operations.

Designed by Stanley Hiller, Jr., president of United Helicopters, Inc., of Palo Alto, Calif., the rotary wing aircraft is pictured at top, right, being piloted by Jay Demming, test pilot and director of domestic sales. In the foreground of the group, center, watching the craft whirl straight up at a rate of 400 feet per minute are Langhorne Washburn, director of public relations for United Helicopters; W. J. Brown, chairman of the Dallas Chamber of Commerce Aviation Committee; and Ed Rice, United Helicopters' sales manager. Shown in the craft just after landing, bottom, are Mayor Pro Tem and Mrs. Wallace Savage, Miss Virginia Savage, and Harry Watson, test pilot.

The basic flying structure of the helicopter is designed for installation of equipment for crop-dusting, air mail, cargo, photographic, and survey operations.

—Photographs by Squire Haskins.



"Dallas" Dress by Dior. Shown against the Dallas skyline is a dress called "Dallas," first Christian Dior creation to be named for a town. Dior, who gives individual names to his dresses, designed the "Dallas" model especially for Neiman-Marcus Company. Of black linen, it is a sunback dress with narrow tie belt, lilies-of-the valley in one of large skirt pockets, and a flyaway bolero jacket.







Grand Opera

**Annual Metropolitan Visit Pays Big Dividends
As Civic Enterprise Which Business Leaders
Are Eager to Keep Free of Financial Headaches**

By John Rosenfield

METROPOLITAN ARTISTS
will be heard during
grand opera season in
next month will
be those pictured:

Senor Steber
Edward Warren
Lu Sanyao
Patrice Munsel
Lu Albinose
Simon Vinay
Margaret Harshaw
Lu Tajo
Lu Stevens
Giuseppe Di Stefano
Lu Renna
Lu Chabay
Lu Svanholm

ALTHOUGH the annual visits of the Metropolitan Opera Association to Dallas have cost no one more than the high price of tickets, the fact still remains that opera is not a self-sustaining enterprise. It never has been except in cases of streamlined commercial troupes that do not pretend to do full justice to the music, drama, and spectacle.

The Dallas seasons either have been lucky or astutely managed for the small term of four performances. At any rate the income has balanced the costs and occasionally has yielded a small surplus against the season that must go bad by the law of averages. The Dallas Grand Opera Association has not found it necessary to assess its underwriters since the Metropolitan visits began in 1939. But there is an underwriting and without it there would be no season.

So far the underwriting has been a painless dignity with special privileges. The underwriters get a two-week priority

for the purchase of seats. Actually a place on the roll of guarantors is sought and the list has grown enormously since 1939, in contrast with the early days when guarantors had to be whipped into line through a hortatory campaign.

The underwriting now totals almost \$200,000 or ten times a conceivable deficit. In the unlikely event of a call, the guarantors would not have to settle for much more than 10 cents on the dollar for the limit pledged. This is an enviable situation and we doubt that any other city on the opera's spring touring itinerary is quite as secure against box-office adversity.

But the fact remains that even a three-days, four-performance opera season must have its backing or none can be attempted. A single opera performance, be it homegrown or imported, usually costs around \$15,000 and has ranged between \$12,500 and \$15,000 since 1913 when the era of big league opera began in Dallas.

Box-office prices here are now \$7.80 down to \$3 in an effort to clear the necessary amount. Even then the scale envisions 85 per cent attendance in a hall seating 4,300—Fair Park Auditorium.

All this is to prove that the seven self-amortizing seasons of Metropolitan Op-

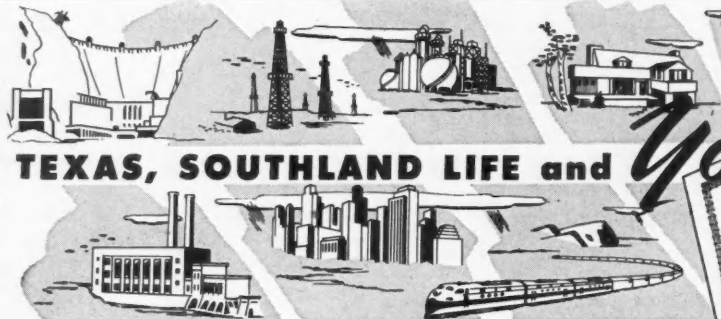
era in Dallas have been a civic enterprise just providentially free of headaches and hat-passing. The business community no longer has the habit of donating to this cause but it should never forget that it is technically pledged and must always be ready.

Some day the business men may be of a mind to examine the subject of grand opera freshly and ask why a season is desirable or important. This can be answered quickly in commercial terms. Grand opera has been, for some centuries, an expression of civilization. Every city must provide it for itself according to desires and means. Opera must be a facet of city life whether the desire is fully developed, as in Dallas, or not, as in other places.

There have been years in which no large scale opera has been available for Dallas. But other operatic endeavors rushed into the vacuum created by the departures of the Chicago and Metropolitan companies. The will to have opera and to hear it has always been sufficiently strong to keep us in some sort of opera. The smaller troupes give us a wide berth during Metropolitan years and, unhappily, local talent opera retires. For the Metropolitan, despite criti-




JOHN ROSENFELD, above, author of the article on the forthcoming visit to Dallas of the Metropolitan Grand Opera Company, is amusements editor of "The Dallas Morning News", a post he has held since 1925. Recognized as one of America's top-rank critics, Mr. Rosenfield was among Dallas' civic leaders who joined hands to inaugurate the Dallas visits of "The Met" in 1939. He likewise has played a prominent role in the development of such civic groups as the Dallas Little Theater, The Dallas Symphony Orchestra, and Theater '49. A native of Dallas, he attended the University of Texas and Columbia University.




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cism, is still the best there is and nobody wants to compete with it.

The situation is now well-established that wives and children as well as working husbands must be considered in luring new businesses to a city. The domestic side, as represented by the wives, resists removal to a community without big city advantages for themselves and children. They simply do not want to live in surroundings barren of intellectual and artistic interests.

The opera season, when it arrives, is a barrel of excitement and sparkles all over the countryside. It is the sort of festival that brings thousands with big purchasing power here for a visit. Moreover it conditions the attitude of our neighbors, making them think of Dallas as their metropolis.

Salient figures were taken off the mail order list for the Metropolitan Opera's 1948 season. Patrons came from 23 states including Mexico, from 164 out-of-state cities including four in Mexico. And patrons came from 282 Texas cities.

A position on the Metropolitan's touring route has a sort of national prestige, too. It is an honored place among cities with cultural awareness and the spirit to indulge it. Cities to be visited by the Metropolitan in 1949 are only fourteen and are, as follows:

Baltimore, Boston, Cleveland, Atlanta, Memphis, Dallas, Los Angeles, Denver, Minneapolis, Des Moines, Bloomington, Indiana (for Indiana University), Lafayette, Ind., (for Purdue University), St. Louis, and Rochester. It will be noted that no other Southwestern city is included and also that Chicago, which has collapsed operatically, can no longer keep its place.

The business men of Dallas are so thoroughly committed to opera, symphony orchestra, and art museum that it is no longer necessary to argue their worth in dollars and cents. We now hear our civic leaders say that these things are good in themselves and it is primarily for themselves and their families that they make them possible with gifts or credit.

Great pride is now expressed in the scope and variety of Metropolitan repertoire since 1939 and in the fact that Dallas has made part of its experience the hearing of this generation's greatest artists in their greatest roles.

Ezio Pinza, the superb basso, has all but ended his operatic career. While in his prime he sang his famous Figaro in the Mozart masterpiece, "The Marriage of Figaro," his matchless "Boris Godou-

nov" in the Moussorgsky opera, Mephistopheles in "Faust."

Lawrence Tibbett, the baritone now in the twilight of his career, was his whole self in one of his notable parts, Iago, in Verdi's "Otello" and was not vocally impaired beyond tolerance for a "Rigoletto."

Lily Pons, the reigning coloratura prima donna of this period, has given Dallas her Lakme twice, her Lucia, and her Marie in "The Daughter of the Regiment."

Another immortal, Giovanni Martinelli, was in sufficient possession of his ringing tenor to give Dallas and our guests his performance in the title part of "Otello."

The late Grace Moore was heard as Manon and as Mimi in "La Boheme," two roles in which she made history. Nor did Lotte Lehmann pass from the operatic stage before she had sung Sieglinde in Wagner's opera. Elizabeth Rethberg, before her retirement, taught Dallas what her Elisabeth in "Tannhaeuser" and Countess in "The Marriage of Figaro" were like. John Charles Thomas, one of the first baritones of American origin, was in fine fettle for Figaro in "The Barber of Seville."

These were voices of the golden age, always yesterday. Today's voices will be golden to the memories of tomorrow. We have heard and still are hearing great singers. Jussi Bjoerling has sung his Riccardo in "The Masked Ball" here. Leonard Warren, now rated as possibly the greatest baritone of Metropolitan history, has sung a variety of roles and has been on hand almost every season. Ian Pearce, Raoul Joblin, Charles Kullman, Torsten Ralf, Richard Tucker, Lauritz Melchior, Ferruccio Tagliavini, Giuseppe Di Stefano, Frederick Jagel are some of the top-flight tenors we have heard and expect to hear again.

Among the sopranos have been and still are Licia Albanese, Bidu Sayao, Eleanor Steber, Jarmila Novotna, and Helen Traubel. We have also heard the work of great conductors like Ettore Panizza, Paul Breisach, Fritz Busch, and Emil Cooper.

The eighth Metropolitan visit, scheduled April 22 to 24, brings some interesting replacements, new stars for old. "Otello," for the night of April 22, will have Ramon Vinay from Chile in Martinelli's old part and Leonard Warren as Iago, the role Tibbett sang here. Licia

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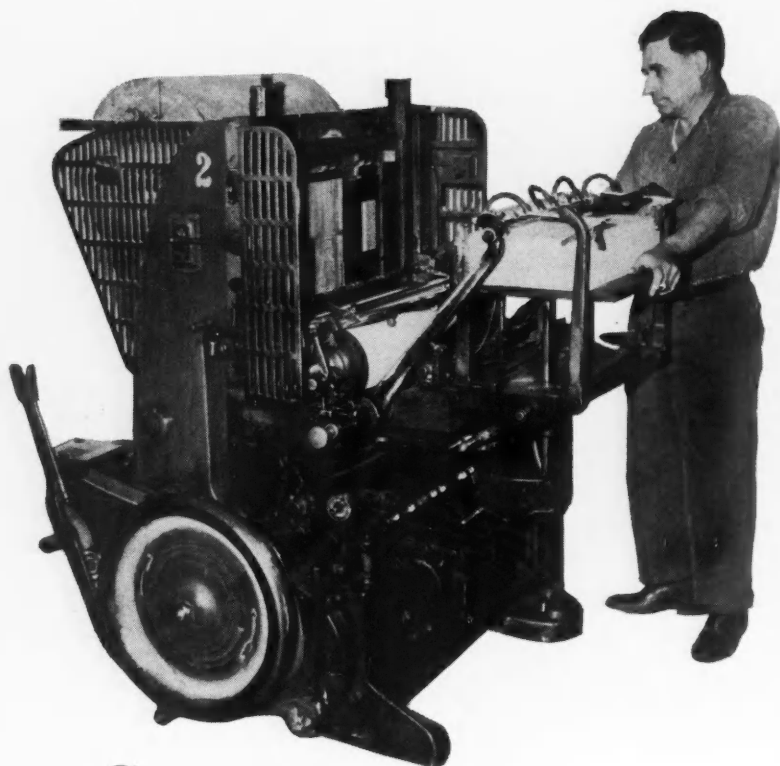
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Albanese will essay for the first time here the part of Desdemona.

For the matinee on Saturday, April 23, Thomas' "Mignon" will be given for the first time here by the Metropolitan with the distinguished mezzo-soprano, Rise Stevens, in the name part. Patrice Munsel, the youthful coloratura sensation, will warble Philine in her first operatic appearance for Dallas. Young Mr. Di Stefano, a revelation of last year's "Manon," will be heard as Wilhelm Meister. The young American basso, Jerome Hines, will have his first principal role in Dallas as Lothario.

The evening performance of April 23 will afford interesting comparisons. As Figaro in the Mozart "Marriage of Figaro" will be the handsome Italian importation, Italo Tajo, bass-baritone. He will sing a part that Dallas has long identified with Pinza. Bidu Sayao again will sing Susanna but Eleanor Steber will inherit Rethberg's part of the countess. Ann Bollinger, a soprano first presented here by the Dallas Symphony, will make her operatic debut as Cherubino. Our old friend, John Brownlee, who hasn't missed a season here, will return as the Count Almaviva.

There will be a recast "Aida" to end the season with a Sunday matinee, April 24. Set Svanholm, the eminent Swedish tenor, will sing Radames and Francesco Valentino will sing Amonasro. Stella Roman will be heard again in the eponymous role and Margaret Harshaw, the contralto, will introduce her Amneris to us.

The eminent Fritz Bush will conduct both "Otello" and "Le Nozze di Figaro" with Wilfred Pelletier at the helm for "Mignon" and Emil Cooper for "Aida."

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HONORED FOR CIVIC SERVICE. D. A. Hulcy, left, is pictured with John A. Erhard, chairman of the award committee; Clifton Linz, recently moved up from vice president to president of Linz Jewelers as successor to the late Albert Linz; and Tom Gooch, president of "The Dallas Times Herald."

D. A. Hulcy, president of the Lone Star Gas Company, who is serving his third term as president of the Dallas Chamber of Commerce, is this year's recipient of the Linz Award for outstanding service to the Dallas community during 1948.

A sterling silver plaque, awarded annually by Linz Jewelers and bearing the inscription, "Lest your praises be unsung," was presented to Mr. Hulcy at a luncheon of the award committee of 29 civic leaders.

"Dallas is indeed fortunate to have in its midst such a man as D. A. Hulcy who is willing to give of his time and energy so generously to help better his community," said John A. Erhard in making the presentation as chairman of the award committee.

In addition to his leadership of the Dallas Chamber, Mr. Hulcy's contribution to the Dallas community during 1948 included, Mr. Erhard pointed out, service as president of Circle 10, Boy Scouts of America; director of the Dallas Citizens Council; member of the board of managers, Parkland Hospital; and member of the executive committee, Southern Methodist University. He is also a director of the Chamber of Commerce of the United States; president of the Better Business Bureau of Texas; vice president of the American Gas Association, trustee of the Southwestern Legal Foundation; and a trustee of the Texas Research Foundation.

"The Linz Award for community serv-

ice in 1948 has gone to one of the most industrious and most capable of the many Dallas civic leaders who devote time and

D. A. Hulcy Winner Of Linz Award For Community Service

energy to promotion of the welfare of this city," commented the "Dallas Times Herald" editorially.

"As has been the case with previous recipients of the Linz Award, the service of D. A. Hulcy extends back over a long period," continued the "Times-Herald," which cooperates each year with the Linz firm in the selection of the Dallas citizen judged to have made the greatest contribution to the Dallas community. "For instance, he is in his third term as president of the Chamber of Commerce, and he has held the most important offices in the Community Chest. . .

"The award committee, headed by John A. Erhard, has done well to select Mr. Hulcy. As usual, there were many nominees whose worthiness was conspicuous, but none has served the community more unselfishly and competently than Mr. Hulcy."



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Ursuline Academy Marking Seventy-Fifth Anniversary

CELEBRATING this year its seventy-fifth anniversary, Ursuline Academy of Dallas is preparing to expand its facilities greatly on a new site—a 29-acre tract acquired in 1942 at Walnut Hill Lane and Inwood Road.

New school buildings will go up on the site to augment a reconverted attractive residence, which with several smaller temporary buildings provides classroom space for Merici High School, the senior department of Ursuline Academy. Upon completion of the new convent for girls, the elementary school classes will be moved to the new location from the present building at 1330 St. Joseph Street.

Ursuline's new acreage is pictured at right, with the main building of Merici High School shown in the center of the attractively landscaped tract.

Ursuline Academy was founded in 1874 by six Ursuline nuns who came from the Ursuline community in Galveston to set up the school at the request of the Reverend Joseph Martinieri, a pioneer priest of Dallas. Their first convent home was a modest four-room cottage. Under the leadership of Mother Joseph Holly, sister of Mother Evangelist Holly, founder of the Ursuline Alumnae, the nuns had been given the sum of \$150 to keep them until their school was on a paying basis.

The school was opened on February 2, 1874, with seven pupils. Many more pupils came, however, during the year and the necessity for more room was apparent. By borrowing a few dollars at a time, building a little, paying the money back, and then borrowing a few more dollars to build a little



—Jack R. Berry Photo.

more, they in time had a large two-story house at Bryan and Masten Streets. But the increasing need for a much larger building and more land led to their borrowing \$2,000 at 8 per cent interest in 1880 and buying a 9-acre tract of land in East Dallas from what was known as the Gaston Place. It was a cotton field called St. Joseph's Farm.

Two years later \$2,000 more was borrowed and the new school building started. In 1882 the cornerstone was laid and in 1883 the new building was blessed. It had been called St. Joseph's Farm and Dallas Academy, but now it was the new Ursuline Academy. In the fall of that year 40 boarding students and the sisters moved into the new school. In 1880 the north wing was built, and in 1902 the south wing. When the school celebrated its silver jubilee in 1899, the Ursuline Alumnae and Ex-Students' Association was formed. In 1907, the last wing was added, opposite the entrance.

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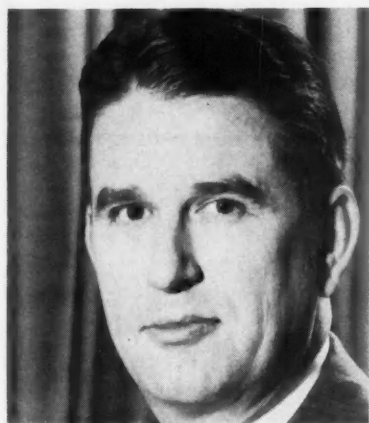
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Texas Office Furniture Adds Two Partners

The Texas Office Furniture Company, 2214-16 Main Street, has expanded its operations with the addition of two junior partners—B. B. Webb, Jr., shown at center, and John L. Andrews, right. B. B. Webb, Sr., left, is senior partner and manager.

B. B. Webb, Jr., has been serving the Texas Office Furniture Company as a salesman since his release from Army duty in 1945. Mr. Andrews, a Navy veteran and formerly zone sales training and promotion manager in the Southwest for the Kelvinator Division of Nash-Kelvinator Sales Corporation, went with the firm as a salesman in 1947. J. E. Brooks, former appliance salesman, has joined the company's sales force.



Elected Vice President. Kline McGee, formerly cashier and trust officer of the First National Bank of Wichita Falls, Texas, has joined the National City Bank of Dallas as vice president. A native of Lampasas, Texas, Mr. McGee began his banking career as a student serving the First National Bank of Lampasas during summer months and also after his graduation from the University of Texas. In 1935 he was appointed assistant national bank examiner and served in the Eleventh Federal Reserve District. He joined the First National Bank of Wichita Falls as auditor in 1937, became assistant cashier and trust officer in 1938, was elected cashier in 1942, retaining his duties of trust officer, and returned to the bank in 1945 after service in the Air Forces.



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IN DALLAS *Last Month*



Heads Russell Carburetor. George Gahring, formerly of Sedalia, Mo., has become president and treasurer of the Russell Carburetor Company of Garland, Dallas County. Formerly a director of the company, Mr. Gahring has succeeded James J. Brophy, who resigned. Two new directors are Robert Yonash, production engineer for Intercontinental Manufacturing Company, and L. W. Overstreet,

former sales representative of Russell Carburetor.

New president for 1949 of the Dallas Wholesale Floorcovering Club is JAMES A. SLATER, JR., A. & M. Karagheusian, Inc. Other officers are JOHN BUCHANAN, vice president; and E. D. MAN-
NING, secretary-treasurer. Directors include V. P. RYDER, VERN CASHMAN, M. N. JONES, and OTHO MOORE, chairman of the board.

CLYDE REMBERT, managing director of Radio Station KRLD, has been re-elected director for District 13 of the National Association of Broadcasters.

NEWMAN E. LONG, Dallas life underwriter, has been named to the City-County Hospital Board succeeding the late LEWIS R. FERGUSON.

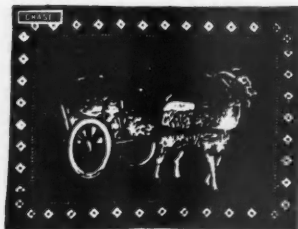
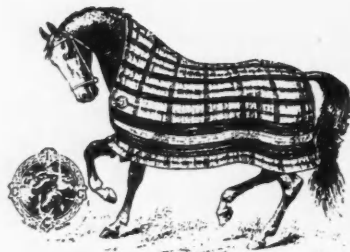
M. L. GLOVER has been moved from Houston to Dallas as manager of the wool floor covering department of Peaslee-Gaulbert Corporation.



Tax Collector Confirmed. John B. Dunlap has been confirmed by the United States Senate as Collector of Internal Revenue at Dallas for the 144-county North Texas district. Mr. Dunlap, a native Dallasite, has been with the Department of Internal Revenue since 1933 except for war-time Army service and has been acting collector since April 1, 1947.

MAX D. BROWN, who joined the Royal Typewriter Company in 1938, has been advanced from assistant district manager at Los Angeles to district manager in Dallas.

when Horse Blankets and Lap Robes



In 1916, they were fast moving items... faster than BATAVIA'S new tire, guaranteed for an amazing 4,000 miles. Now over thirty years have passed, and times have changed. But the Schoellkopf Company has stayed abreast with *new* top sellers.

Now the automotive trade requires a different stock. The Schoellkopf Company fills that need with a complete line of top quality automotive equipment, parts and accessories.

... were TOP sellers!

THE SCHOELLKOPF COMPANY

Manufacturers - Distributors - Exporters

Jackson and Lamar

Dallas 2, Texas



Added by Ayres Compton. C. A. Bryant III, who has served successively as assistant advertising supervisor in the Dallas branch of Butler Brothers, as advertising manager of the "Dallas World," and as production manager for the Southwest edition at Dallas of "The Wall



WRR Educational Director. Carol Chase Weaver, known to radio audiences as the Candy Lady of "The Candy Kids" program and a fashion commentator in Dallas for the last five years, has been named director of civic and educational programs for Dallas' municipal radio station, WRR. Her new duties at WRR will include handling a daily 15-minute public service program titled "Carol Goes Calling," which will present outstanding personalities of Dallas in the social, civic, and educational fields.

PAUL G. RAFFERTY is new advertising manager of the Sani-Wax Co.

CECIL W. CROW
Insurance and Bonds
109 Thomas Building C-8428
Dallas 1, Texas

Street Journal," has joined the Dallas public relations firm of Ayres Compton Associates, 1520 Kirby Building. He will serve as business manager of "Texas Professional Engineer," official monthly magazine the Ayres firm has been commissioned to publish by the Texas Society of Professional Engineers. Editorial supervision of the publication will be under charge of R. E. Burnett, senior associate member of the Compton organization. Another Compton associate, Edward L. Sealey, has been placed in charge of research-development activities.

New chief of police and the fire department of University Park is **FORREST E. KEENE**, succeeding the late **CLAUDE W. TRAMMELL**.



PIG STANDS, Inc.
Originators of
**DRIVE-IN
RESTAURANT
SERVICE**

"Forward with Texas for 27 Years"

Modern Classics in Masonry




Left: Home for Morris Zale, 4400 Rheims Place, nearing completion. Right: New office building for Remington-Rand Co., 2100 N. Akard.

DEPARTURE IN DESIGN from conventional masonry techniques demands master stonemasons and brickmasons who can follow the exact spirit of architects' plans. Whether it is the "home of the future" or a modern office building—the name of **A. W. BRUNSON, MASONRY CONTRACTOR** means that here was a job that demanded the ultimate in masonry "know-how."

A. W. BRUNSON

MASONRY CONTRACTOR

— DALLAS —

REX V. LENTZ, director of the special services department of the Mercantile National Bank, has been appointed to the extension committee of the Financial Public Relations Association.

PSYCHOLOGY of EMOTIONS
the final word for

Better human relations. Personal contentment.
Relaxation from tensions. Increased efficiency.
Appointment only—L-7663.
INSTITUTE OF HUMAN TECHNOLOGY, Inc.
Oak Lawn Avenue Dallas

**DON'T
ADVERTISE**

... without using *response-proven* principles. That's the only **SURE** way to get 100-cents value from every advertising dollar. Let us analyze your advertising needs. No obligation.

BETTER ADVERTISING CO.

RUSS JURGENS - DICK EVANS - BILL BRADLEY
1009 CAMP ST., PROSPECT 7-4387



Promoted by Dearborn Stove. C. D. (Don) Allison, right, has been advanced from general sales manager to assistant general manager of the Dearborn Stove Company of Dallas and Miss Betty M. West, left, has been moved up from assistant purchasing agent to purchasing agent. Mr. Allison, who served as advertising and sales promotion manager of Westinghouse Electric Supply Company for 18 years and joined Dearborn two years ago as director of sales and purchasing, will be assistant to R. H. Norris, vice president and general manager of the company. Miss West, formerly assistant purchasing agent with the Universal Corporation of Dallas, became associated with Dearborn in 1946.

TRINITY INDUSTRIAL DISTRICT
"Under the Skyline of Dallas"

The Southwest's most convenient industrial area, offering large and small sites with switch trackage, paving, all utilities. Three main line railroads; adequate restrictions. For information call, wire or write **INDUSTRIAL PROPERTIES CORPORATION**, 401 Republic Bank Building. Dallas. Riverside 6552.



Morse Branch Manager. James W. Cathey is manager of the new branch office opened in Dallas by the Morse Twist Drill and Machine Company of New Bedford, Mass. The branch at 1903 South Harwood Street is completely stocked with Morse cutting tools. Wesley Anderson is assistant to Mr. Cathey, and Mrs. Ida M. Lambert is office secretary.

DALLAS POLICE CHIEF CARL HANSSON has been named to the executive committee of the International Association of Chiefs of Police.

FIGURE FASTER WITH A
MARCHANT



Figuremaster
AMERICA'S FIRST CALCULATOR

HERE IT IS!

SEE AND USE THE
NEW UNIVERSAL
TABULATOR

**17 OTHER PRINCIPAL
NEW FEATURES**



K. A. MESERVE
AGENCY MANAGER

4215 LIVE OAK T-3-2163

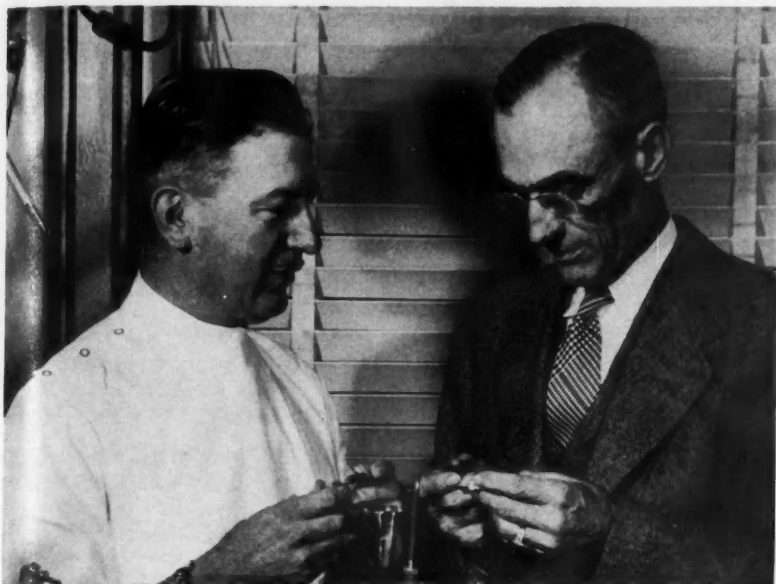


CURRENT
DELIVERY

MARCHANT CALCULATING MACHINE AGENCY

DEE R. REEVES
REALTOR

Business and Industrial Property
1116 Republic Bank Building
Phone R-3575
DALLAS, TEXAS



Dental Society Leaders. Dr. I. J. Thornton, right, has been installed as president of the Dallas County Dental Society and Dr. Gus Schmitt, left, is president-elect for 1950. Dr. Thornton has succeeded Dr. Frank Schultz as president. Dr. R. M. Brumage has been named vice president of the society and Dr. Lloyd Bellamy has been elected a director.



Opens Photography Studio. William Langley, who was active in the photographic field in Dallas for some 20 years and more recently has been associate director of the Southwest Photo Arts Institute in Dallas and the Texas College of Photographic Arts in San Antonio, has returned to Dallas and opened a studio at 1705 North Field Street. Miss Sue Tenison, operator of a portrait studio, is associated with Mr. Langley.

T. C. FORREST, JR.
Consulting Engineer

Fraetorian Building

Phone R-5026

Dallas

WAYNE ELLETTE has become used car manager of Roy Hill Chevrolet Company.

LANDAUER and GUERRERO

CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

J-8-9562

Investigate the Advantages

of Boxes that LOOK BETTER

ARE BETTER—Gaylord Boxes



**GAYLORD
CONTAINER
CORPORATION**

DALLAS, TEXAS

LOOSE LEAF COVERS • EDITION BINDING
"WIRE-O AND CERLOX PLASTIC BINDING"

Ask Us or Your Printer

AMERICAN BEAUTY COVER CO.

2002 North Field Street R-5179 Dallas

Skiles

Employment—
"A Superior Service"

Call R-5801

and let us help you with your
personnel problems. We offer
complete, efficient service.

MRS. SUSIE L. SKILES

506 Southwestern Life Building
DALLAS

No Cost to Employer

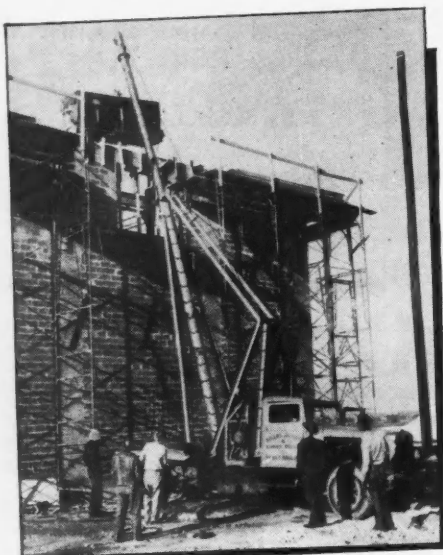
FIRST for FLAVOR!

Bluebonnet
EXTRA PALE BEER

DALLAS-FORT WORTH BREWING COMPANY • DALLAS, TEXAS



It's EASIER . . . when you



**KNOW
HOW!**



This Boom Truck will
handle 10,000 pound
loads to a height of 50
feet.



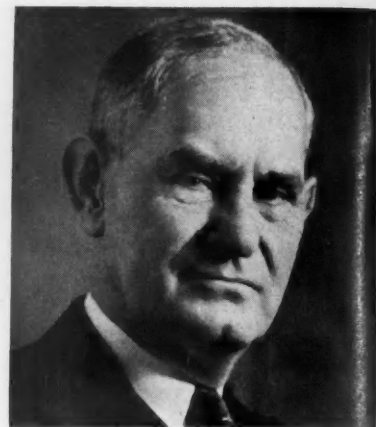
**CALL C-7111
For Information**

**Established
1875**

Your heavy hauling job can be easy if you turn to an expert. It's amazing the way "know how" and the right equipment can make your move without interfering with your plant's operation. Handled as routine are such heavy items as boilers, laundry machinery, printing machinery, safes, air conditioning equipment, machine shops and similar equipment. We have the right equipment to handle your job, including specially built trailers and low boys capable of handling up to 140,000 lbs.

Dallas Transfer
**AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



Dallas Bar President. C. K. Bullard has been chosen president of the Dallas Bar Association for the ensuing year as successor to Robert L. Dillard, Jr. Other new officers are W. D. White, first vice president; Clarence Guittard, second vice president; Miss Hattie Hennenberg, third vice president; and Mrs. Ara Hyde, secretary-treasurer. New directors include Robert L. Dillard, Jr., Jeff D. Stinson, J. Glenn Turner, Leslie Jackson, and Frank Spafford.



KIXL Commercial Manager. Ted Strauss, formerly an account executive, has been named commercial manager of Radio Stations KIXL and KIXL-FM. With KIXL since January, 1947, Mr. Strauss will handle both local and national sales.

LESTER O. TAYLOR has been advanced from used car manager to truck manager of the Roy Hill Chevrolet Co.

Tom W. Collins
*Publicity • Advertising
Photography*

J8-8869
L-3669

3709 HAYNIE

Floodlighting

keeps your business
before the public eye . .

Planned floodlighting makes a positive impression on the public mind. It invites prospective patrons to stop and buy . . . reminds old customers you want to serve them again . . . impresses newcomers with your progressive methods. Businesses large and small are using cheap electricity and modern lighting to gain public attention and confidence.

Our experienced lighting engineers will gladly help you with a modern lighting plan—at no charge or obligation. Just call Central 9321 — Station 368.



DALLAS POWER & LIGHT COMPANY

ALFRED E. McLANE is a new partner in the law firm of Turner, Howard & Francis, 1711 Mercantile Bank Building, which has become Turner, Howard, McLane & Francis. JAMES B. FRANCIS has been added to the staff of the law firm.

FORD SERVICE At Its VERY BEST

★ Bring your car to us for service and repairs . . . you'll always **RIDOUT** with SATISFACTION.

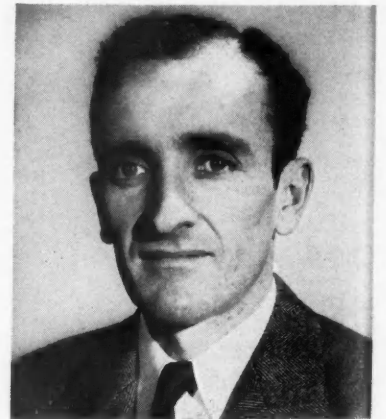
Everything for Your Ford

Ridout
AUTHORIZED Ford SALES & SERVICE *Motors, Inc.*
DRIVE ON FOR SERVICE • RIDOUT WITH SATISFACTION
2211 Pacific Avenue R-5055



Advanced by Sunshine Biscuits. H. E. (Herb) Ballard, left, who joined Sunshine Biscuits, Inc., 39 years ago as a stock clerk in the basement of the Dallas plant, has been made manager and general sales manager succeeding Murry Leach, moved to Oakland, Calif. T. E. Aimer, right, who went to work for Sunshine in 1922 in the office sales department, has been named assistant manager. Mr. Ballard was advanced from general sales manager and Mr. Aimer was moved up from office manager.

LUTHER H. SOULES has been advanced to assistant division manager at Dallas for Canada Dry Ginger Ale, Inc.



Appointed by Meletio. Pat Kinney, formerly manager of the collection department of the Dallas Wholesale Credit Managers' Association, has joined the Meletio Electrical Supply Company as manager of the Fedders air conditioning department. He will direct distribution of Fedders-Quigan air-conditioning units.

ROY PITTS, who for 15 years was service manager for the Chrysler distributor at Oklahoma City, has been named service manager for Jensen & Raupe, Dallas Chrysler-Plymouth dealers.

DALLAS EXTERMINATING COMPANY

Complete Pest Control Service

CENTRAL 5796

"Good service gets business — Better service keeps it."

STOP THAT NOISE!

Noise is an irritant that affects customers and employees alike. It creates confusion and decreases efficiency.

Acousti-Celotex, the famous perforated cane fibre tile, soaks up disturbing noise. It can be quickly and quietly applied without disturbing business routine and it can be repeatedly painted without losing its sound absorbing qualities.

PAINTABLE PERMANENT
ACOUSTI-CELOTEX
TRADE MARK REGISTERED U. S. PATENT OFFICE

S. W. NICHOLS COMPANY, INC.

DALLAS

HOUSTON

TENISON 3-2166

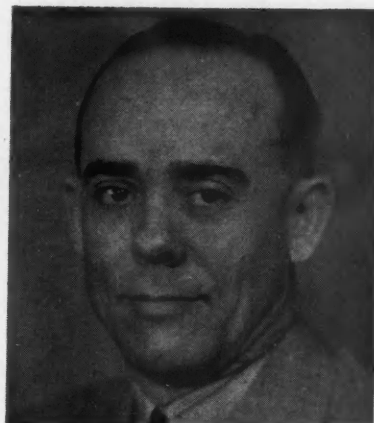
WENTWORTH 3-9311



J. PAUL ROGERS



CARL M. HILL



E. A. BROWN

New Lone Star Department. A new exploration and gas supply department has been set up by the Lone Star Gas Company to direct the work of finding and developing new sources of gas for the company's system. E. A. Brown, formerly superintendent of production, is head of the new department, which will coordinate operations of the land, geological, and production departments.

J. Paul Rogers, who has been assistant field supervisor, has been advanced to exploration engineer. Carl M. Hill has been moved up from chief production engineer to superintendent of production. M. O. Atteberry, formerly field supervisor of production, has been made



W. F. BURKE



M. O. ATTEBERRY

assistant chief production engineer. W. F. Burke, formerly assistant chief produc-

tion engineer, has been elevated to chief production engineer.

G. CURT EGGLESTON, who has been regional field service engineer for the Delco appliance division of General Motors Corporation since 1939, has been appointed Southwestern regional manager at Dallas for Delco-Heat and Welco Water System sales.

E. A. STEINBERGER

Consulting Valuation Accountant and Engineer
Depreciation Studies, Investigations and Valuations
of Gas and Oil Properties

Member

The National Society of Professional Engineers
and Technical Valuation Society, Inc.

1309 Liberty Bank Bldg.

R-1978

*Growing
with TEXAS
FOR 20 YEARS*

**Great National
Life**

DALLAS
S. J. Hay, President

INDUSTRIAL LUMBER

Attention:

LUMBER BUYER

We carry large stocks of lumber
suitable for

CRATING, MAINTENANCE, etc.

Prompt Delivery



Try Us

Also other building materials.

Call T-5195

OLDHAM LUMBER COMPANY

(Formerly Oldham and Sumner Lumber Company)
927 SOUTH HASKELL AVENUE

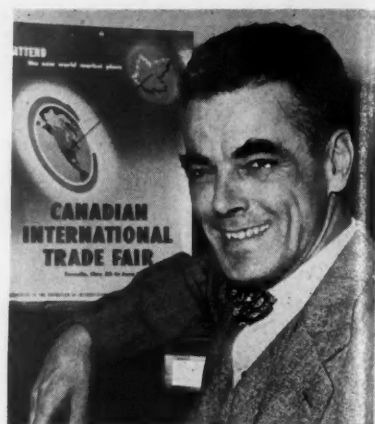
Order what you need . . . 1-inch, 2-
inch, 4-inch. Yellow Pine, Oak, Gum,
White Pine.



Ra-Tel Manager. Kenneth L. Sibson, formerly program director for Radio Station WFAA, has been appointed manager of the new Dallas Southwestern office opened in the Empire State Bank Building by Ra-Tel Representatives, Inc., radio advertising sales agency recently organized as a subsidiary corporation to assume the radio advertising business of Burke, Kuipers & Mahoney. Mr. Sibson has been in radio work since 1930.



Tire Company Partner. Jack C. Dunagan, who has been active in the tire business in Dallas for 20 years, has purchased an interest in the Wilkes Tire Company, 3115 Ross Avenue, which handles United States Rubber Company's tires and accessories and operates a recapping service. Mr. Dunagan is a co-owner with Jack W. Wilkes in the firm, now known as Wilkes-Dunagan Tire Company.



Foreign Trade Adviser. Jack B. Neathery, who has served the State Department in foreign service for 17 years, has been assigned to Dallas for one year as foreign trade consultant in the regional office of the United States Department of Commerce. Mr. Neathery, a native of Farmersville, Texas, who has served in Colombia, Mexico, Venezuela, Brazil, Bolivia, and the Dominican Republic, will advise Dallas businessmen regarding what the people of Latin-America need and what can be bought from them.



**SHOW CASE AND FIXTURE
MANUFACTURING CO.**

1914 CEDAR SPRINGS • DALLAS

DESIGNERS & MANUFACTURERS
OF STORE AND BANK INTERIORS



Dallas Rupe & Son

INVESTMENT BANKERS

KIRBY BLDG. DALLAS 1



Display Guild President. Pete Schaefer, display director for Sears, Roebuck & Company, has become the first president of the new Dallas Display Guild, formed after dissolution of a Dallas-Fort Worth organization. Other officers are Vic Klein, State Fair of Texas, vice president; and Miss Ruth Wylie, Neiman-Marcus Company, secretary-treasurer.

FOR

Valuation and Appraisal Reports

C. V. FLETCHER

Formerly with Reconstruction Finance Corp.

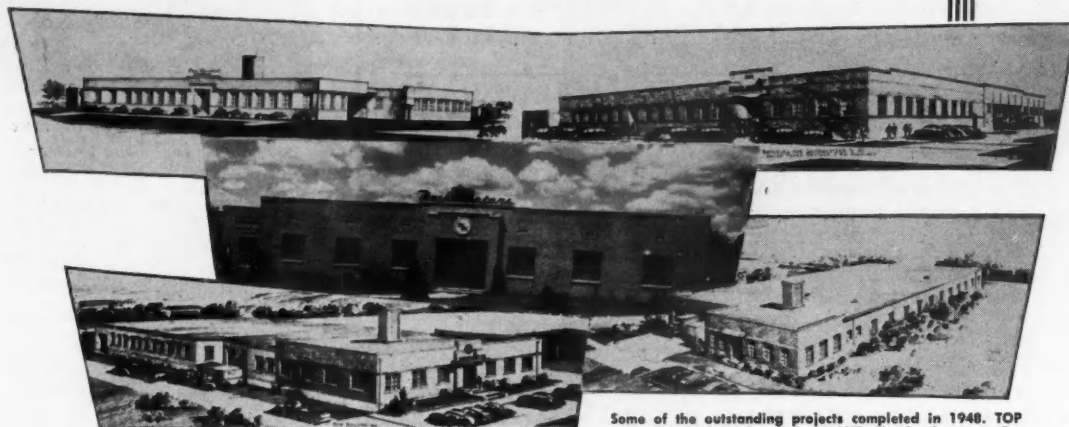
615 Southland Life Bldg. Dallas, Tex.

Telephone R-2398

We're Proud of Our Share

IN THE CONTINUING GROWTH OF **DALLAS**

**ONE MILLION DOLLARS IN
CONSTRUCTION FOR 1948**



Some of the outstanding projects completed in 1948. TOP LEFT: The Paul Blackwell Co. RIGHT: The Southwestern Co. CENTER: Nash Kelvinator Sales Division. LOWER LEFT: Hudson Motors. RIGHT: Winthrop Stearns Co. Not shown are the Triangle Motor Co. building, the Northwood Country Club, and the Stanley Home Products Co.

And Now....

WE ARE DEVELOPING A NEW INDUSTRIAL FRONTIER

BUCKNER BOULEVARD

Industrial District

RAIL TRANSPORTATION... The T. & P. main line borders to the north, and industrial lead track has been constructed through the development—right to the site of your future loading dock.

HIGHWAYS... Your new location puts you at the crossroads of U. S. 80 and U. S. 67—the main highways through Dallas—and Loop 12 belt-line around the city. From the focal point of Buckner Blvd. Industrial District all highways entering Dallas are easily accessible.

WATER MAINS... have been installed almost to your front door.

ADEQUATE HOUSING... along with shopping and entertainment facilities is available in any one of the charming suburban developments nearby.

GAS & ELECTRICITY... are both waiting for you! A 10-inch H.P. gas line lies 450 feet to the east; a 4-inch L.P. gas line borders the development along Buckner Boulevard. For electric power you need only tap the 12 K.V. power line which bisects the property east and west.

ADEQUATE LABOR SUPPLY... comfortably housed in modern homes is available nearby in the Parkdale, Urbandale, Pleasant Grove and Pleasant Mound communities—all within a half mile—as well as from the neighboring towns of Garland and Mesquite.

PAVED STREETS... built to city and county specifications, have been provided throughout the development.

WE DEVELOP, FINANCE, LEASE AND BUILD

For Complete Information Write

LANTEX CONSTRUCTION CO.

LIBERTY BANK BLDG.

DALLAS

RIVERSIDE 9544

DALLAS • MARCH, 1949

49

HAROLD W. McCracken, former assistant district attorney at Dallas and former assistant attorney general of Texas, has joined the staff of District Attorney Will Wilson as head of the major felony section.

MRS. CHARLOTTE COOPER, who has been art director in the Chicago and New York offices of Grant Advertising, Inc., has been transferred to the Dallas office as art director of the fashion division.

BOUGHT - SOLD - QUOTED

BANK STOCKS—INSURANCE STOCKS—PUBLIC UTILITY, PREFERRED AND COMMON STOCKS—CORPORATION BONDS—MUNICIPAL BONDS

Your inquiries are invited.

★ *Oldest Trust Company in Dallas
Specializing in Investment Stocks and Bonds*

DALLAS UNION TRUST CO.

502 DALLAS NATIONAL BANK BLDG.

DALLAS, TEXAS

MORTGAGE LOANS

ALL TYPES, CONVENTIONAL, F.H.A. AND G.I.

TO BUY, BUILD, RE-FINANCE OR REPAIR—BEST INTEREST RATES
Loans approved from plans and specifications on proposed buildings.

—NO BROKERAGE—NO INSPECTION OR APPRAISAL FEES—

SOUTHERN TRUST & MORTGAGE CO.

F. M. LOVE, Pres.
1302 Main Street

"25 Years in Dallas"
Approved FHA Mortgagee

AUBREY M. COSTA, Vice-Pres.
Phone R-5551

INSPECTIONS, COMMITMENTS on CONVENTIONAL LOANS IN 24 HOURS

AND INDUSTRIAL SUPPLIES
AREA WITH PRODUCTION TOOLS
SERVING THE DALLAS

the **STANCO** *company*



PHONE Riverside-5138
1914 CANTON STREET
DALLAS 1, TEXAS

E. V. McCRIGHT & COMPANY, LTD.
Builders . . . Engineers

We Will Design, Finance and Construct for You

CENTRAL INDUSTRIES, INC.

Business and Industrial Properties

We Will Build to Suit Your Needs and Lease to You

3025 Taylor Street

Dallas 1, Texas

Phone R-6223-4



Secretary-treasurer. Clarence Badt, a salesman for Linz-Jewelers for 25 years, has been elected secretary-treasurer of the firm, succeeding Asher M. Kahn, who has been advanced to vice president. Clifton M. Linz has been elected president as successor to the late Albert Linz.



Joins Republic National. Ray Blaylock, formerly associated with William Cameron & Company in Waco and the Continental Supply Company at Dallas, has become a member of the staff of the public relations department of the Republic National Bank. Mr. Blaylock, a Navy veteran, will serve in an advertising capacity.

Active in the real estate field in Dallas for the last 20 years, WALTER P. RITTER has joined Teeling Mortgage Company as manager of the new real estate department.

PHOTOSTAT PRINTS

Southwestern Blue Print Co.
1801 Commerce Street Phone C-8084

French People Thank Dallas With Visit of "40 and 8" Car

Dallasites who more than a year ago helped to fill America's Friendship Train of food to France received a "thank you" last month in the form of the visit of a "40 and 8" railroad car laden with gifts symbolizing the gratitude of the French.

The World War I boxcar, one of 49 comprising the Merci Train sent to the United States from France, is pictured at right being formally welcomed to Dallas. Shown, left to right, bottom, are some of those who participated in the welcoming ceremonies: J. P. Cowley, vice president and general manager of the Santa Fe Lines; Ralph D. Backer, president of the Dallas Lions' Club; Dave E. Wicker, Jr., vice president of the Lions' Club; Andre Pickard, Paris official of the French National Railroads; Ray L. Miller, vice president of the Lions' Club, who was chairman of the reception committee for the visit to Dallas of the French car; Jacques Villere, a member of the Lions' Club, who served as interpreter; and Lewis Payne, president of the East Dallas Lions' Club.

The ceremony was sponsored by the Dallas Lions' Clubs, which were active in leading the drive for food for the Friendship Train. The contents of the Texas car, containing 306 articles ranging from cigaret papers to sculptured columns, all articles of sentimental value contributed by the French people to express their friendship for Texas, will be displayed at Austin.



Manufacturers' Division Conducts Sales Classes

To help the sales organizations of member firms to step up their selling efficiency, the Dallas Manufacturers' and Wholesalers' Association, a division of

the Dallas Chamber of Commerce, sponsored a series of four sales seminars this month at the Hotel Adolphus.

The four sessions dealt with the basic nature of salesmanship, the basic principles and methods that prove effective in

salesmanship, the law of circulation, and salesmanship in action. The short course was conducted by J. Emory Clark, sales counselor.

Suburban Shop Opened By Arthur A. Everts

A gift shop dedicated to brides has been opened at 23-24 Highland Park Village by Arthur A. Everts Company in space formerly occupied by the Shuttles-Irby Gift Shop, which has discontinued operation. Robert L. Akins, who has served the Everts company for 13 years, is manager of the new store, which handles all of the silver, china, and crystal patterns carried in the downtown store and also has duplicate brides' books to help friends of brides in selecting wedding gifts. The shop has a special silver room where patterns can be assembled for dinner settings.

Southwest Airmotive Adding Another Hangar

Southwest Airmotive Company is adding its fifth building within three years with the construction now under way of its "Executive Plane-O-Tel," a large aircraft storage building which will extend across the back of the concrete parking apron between SAC's hangers 20 and 21 on the southeast side of Love Field. The all-steel structure will be 40 feet deep and 400 feet across the front.



Souvenirs From Holland. The gift of attractive made-in-Holland ash trays to Mayor Jimmie Temple was a recent expression of good will to Dallas from the Dutch who want to do business with Texas. Mayor Temple received the souvenirs recently from Dr. Hendrik Zwarensteijn, secretary in the Hague of the Netherlands Chamber of Commerce in the United States who came to Dallas to interest local businessmen in buying Dutch-made goods. Pictured, left to right, are Dick Koetser, chief of market research at New York City trade promotion division of the Netherlands Chamber; Dr. Zwarensteijn; Mayor Temple; and F. R. Horton, Trinity Portland Cement Corporation, who served as chairman of the Foreign Trade Committee of the Dallas Chamber of Commerce in 1948.

The March of Industry

Davis Nash Motors Opens As New Dallas Dealership

Newest Dallas Nash automobile agency is Davis Nash Motors, Inc., which has opened sales, parts, and service departments in a completely redecorated, four-

story building at 2019 Pacific Avenue, at Olive Street.

The dealership has been established by C. N. (Chuck) Davis, Jr., president and general manager; Orville W. Stone, vice president and service manager; and Burney F. Hart, secretary-treasurer and office manager. A native of Brownwood, Mr. Davis has been in the automobile business since 1936. After his release from the Army in 1945, he assumed ownership of the Nash dealership at Enid, Okla., which he continued to operate until he came to Dallas to form Davis Nash Motors.

Mr. Stone, who has been a Dallas resident since 1946, has had 18 years of experience in automobile service departments and formerly was parts and service manager for the old Dallas Nash

Company, which formerly held the local Nash dealership. Also a native of Brownwood, Mr. Hart has been in the automobile business in Dallas for the last two years.

Lynwood L. Lemmons, formerly with Nash's Dallas zone office and more recently a Nash retail parts manager, is parts manager for Davis Nash Motors. Henry Pillow and Elbert Buster are service representatives. Roy Sims is shop foreman.

Southwestern's New Plant. The Southwestern Company has formally opened its new \$250,000 plant at Dragon and Howell streets in the Trinity Industrial District—a one-story structure providing 36,000 square feet of space for general offices, warehouse, and display rooms. Occupancy of the new building represents the fifth expansion move since organization in 1932 of the company which serves as North Texas distributor for Philco products, Columbia records, Blackstone washers, and Knapp-Monarch electric table appliances. The Southwestern Company, of which W. G. Medaris is president, owns 27,000 square feet of property adjacent to the new building to take care of future expansion. The structure was erected by the Lantex Construction Company. Bertram C. Hill was the architect.

New Produce Concern. The Sunshine Produce Company is a new Dallas produce concern organized by three brothers and a sister—Buddy, C. F., Albert, and Bernice Manning. The firm is housed in quarters leased at 2013 Cadiz Street.

DEPENDABLE EXECUTIVE

Do you need an active man with over 40 years' experience in sales promotion, advertising, and sales management for full or part-time assistance in your firm. Specially suggest my services should you require competent man to handle your office while you are away. Cost based on your needs.—Reply to Box 20, DALLAS MAGAZINE.

MOTOR REBUILDING

"PROVEN TO BE THE BEST"

DYNO-TEST
The Super High-Speed Motor

Complete rebuilding and exchange service. Each motor guaranteed for 90 days or 4000 miles.

- COMPLETE FACILITIES
- SKILLED MECHANICS
- LOWER PRICES

Call C-7993

**J. R. TURBYFILL
COMPANY**

2303 North Beckley

PROUDLY POLISHING a new Nash Airflyte is C. N. Davis, Jr., president and general manager of recently organized Davis Nash Motors, Inc., who is pictured with Orville W. Stone, right, vice president and service manager, and Burney Hart, left, secretary-treasurer and office manager.

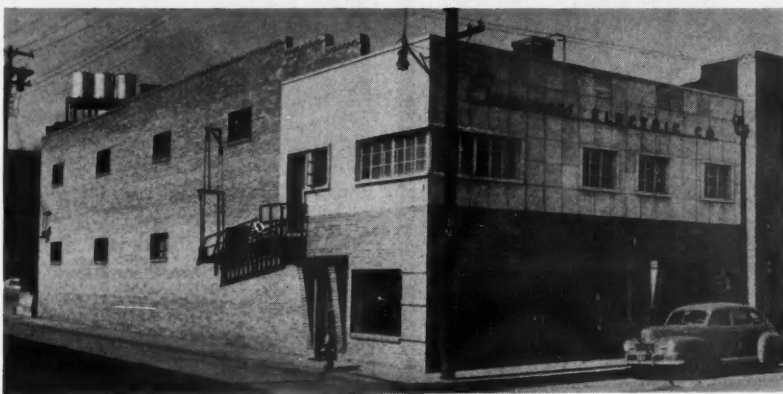


Summers Electric Company Occupies New \$60,000 Home

The Summers Electric Company, established in 1943 as a distributor of electrical and aircraft supplies, has occupied its new \$60,000 building at Munger and Griffin streets. The modern, brick, two-story structure, pictured at right, provides twice the space the firm had at its former location at 2506 McKinney Avenue.

Officers of the electrical wholesaling concern are pictured at right in a display room of the new building. Left to right, they are: John V. Summers, vice president and purchasing agent; Cliff W. Potts, secretary in charge of sales; Earl T. Summers, Jr., president, and Felix T. Domas, treasurer and credit manager.

The city sales department is located on the ground floor of the building of stone, brick, and tile construction. A large concrete parking area has been provided for the convenience of customers. The executive offices on the second floor have fluorescent lighting, wood paneled walls, and acoustical ceiling. The offices and sales department have year-round air conditioning. Sadler & Armstrong, architects and engineers, designed the building and served as general contractors.

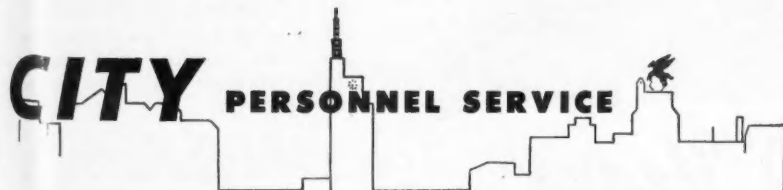


New Residential Project. Details of a residential subdivision to be developed around Cedar Crest Golf Club in Dallas over a period of two to five years at an estimated cost of \$20,000,000 have been outlined by Charles R. Tips, Dallas builder and developer. The project calls for 2,000 homes to be built on a 400-acre tract bounded by Illinois, Morrell, and the Missouri-Kansas-Texas Railroad. Mr. Tips reported that most of the land will be used for \$6,000 economy houses but that some 100 acres adjacent to the golf

club will be restricted to masonry houses costing from \$10,000 to \$25,000. It is planned that a school, a park, two shopping centers, and an industrial area be included in the subdivision.

Separator Firm to Build. Plans for the construction of a new factory and office building for Southern Separator Company, manufacturer and distributor of storage battery separators, have been announced by Jay B. Ludlow, Southern district manager. The structure, scheduled

to be erected at an early date at a cost exceeding \$35,000, will be built in the new Maple-Denton industrial subdivision.



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MISS KAY REILLY has been named assistant to the executive secretary of the Texas Cotton Ginners' Association and assistant editor of the organization's monthly publication.

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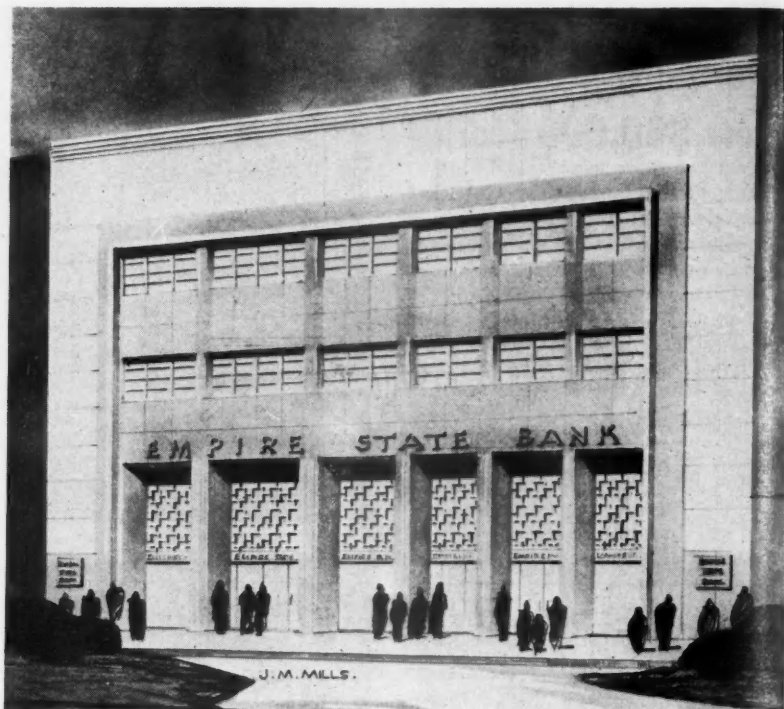
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Empire State Bank Addition. The sketch above shows how the three-story front of the Empire State Bank Building will look when the bank completes an ex-

pansion 25 feet to the west by remodeling a three-story adjoining building it has leased. The addition will increase the bank's lobby by 2,500 square feet.

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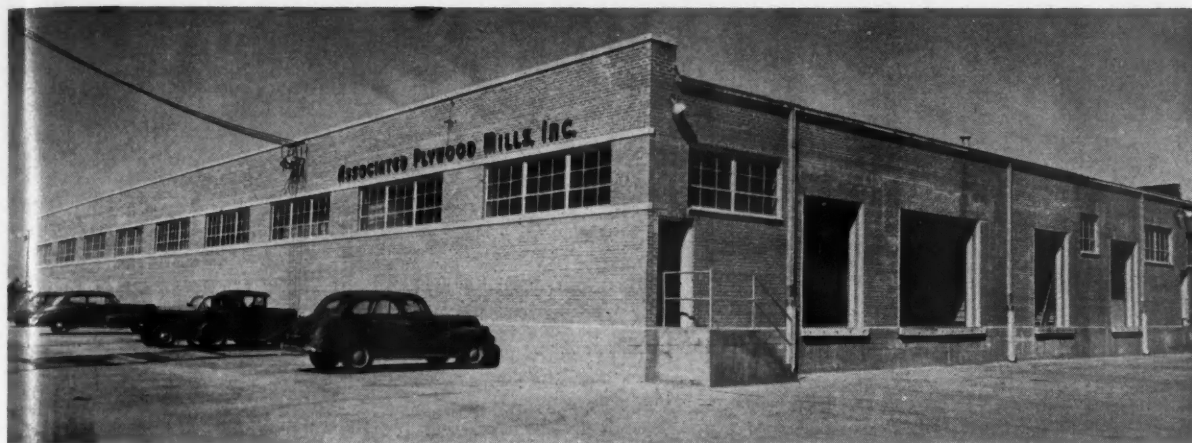
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Dallas Branch Warehouse Opened By Associated Plywood Mills of Oregon

Extending its operations to Texas, Associated Plywood Mills of Eugene, Ore., manufacturer of Douglas fir plywood, has opened a branch in Dallas in the 20,000-square-foot first unit of the \$600,000 Bengal Warehouse, 4814 Bengal Street, owned by National Industries Corporation.

The Associated Plywood section of the block-long Bengal Warehouse is pictured above. It is served by a spur of the Missouri-Kansas-Texas Railroad.

Manager for Associated in Dallas is W. Deryl Glosup, who has had many years of experience in Dallas in handling plywoods and other building materials.

The offices of the branch are paneled with plywood products in a variety of finishes to show the versatility of the plywood

which Associated manufactures from its own forests. The warehouse is also stocked with all sizes and types of plywood, including Plyform plywood described as especially adaptable for repeated use in the forming of reinforced concrete. Associated is now offering plywood sheets up to 12 feet in length.

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INSTITUTIONS, BUSES, AIRPLANES,
RAILROAD COACHES and wherever a bad
odor should be corrected.

DIRECTIONS

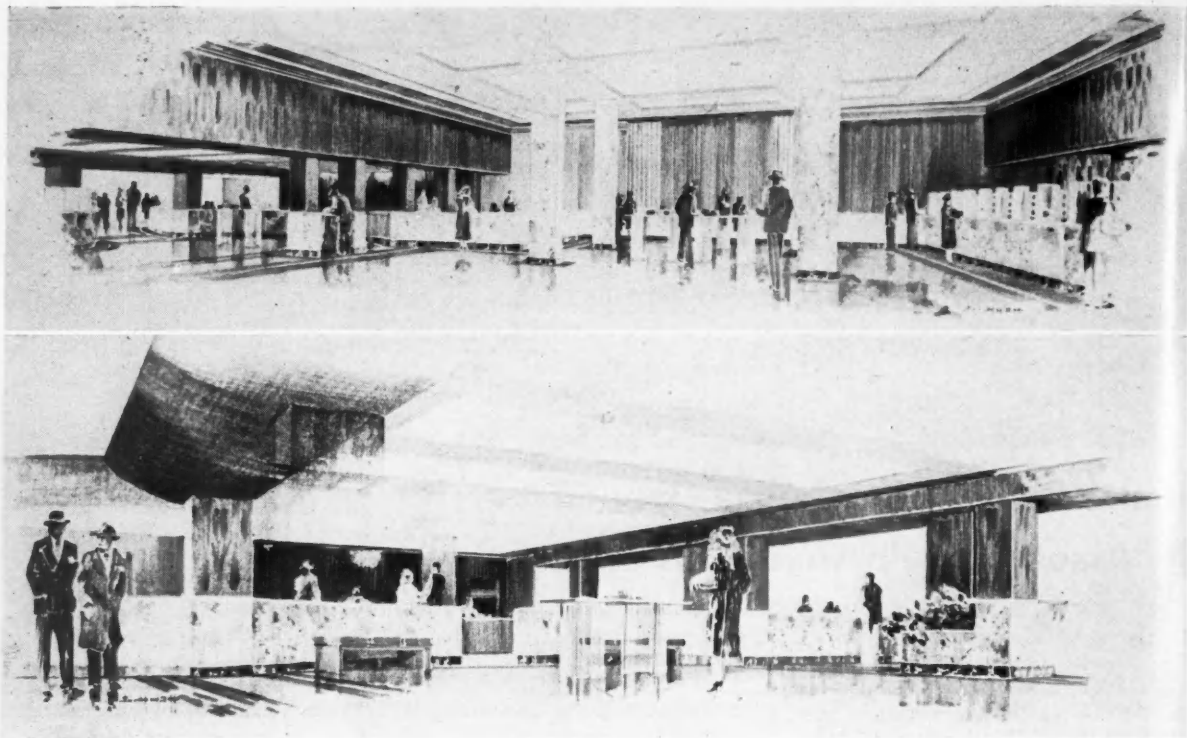
For best results the Hydro Aerosol sprayer is recommended. Any type insecticide sprayer can be used. A fine mist is desirable. Spray as desired. Only a few strokes are often sufficient. Park Avenue Fragrance Spray is excellent for Allocators (Clay Heads). When allocators are new soak sufficiently to overcome porous condition.

CENTRAL CHEMICAL CO.

3428-30 Commerce Street

DALLAS, TEXAS

Phone T7-6425



Mercantile Expansion. The Mercantile National Bank has begun work on increasing its bank lobby by 75 per cent by extending its present lobby into the

second floor of the Commerce Street side of the adjacent Mercantile Securities Building, now under construction. Top sketch shows how the lobby addition will look as viewed from its extreme southeast corner and looking toward arches leading into the present lobby. Bottom sketch pictures the new quarters to be added to the personal loan department.

The lobby enlargement will cost an estimated \$175,000, including fixtures, walnut paneling, Italian marble, and illumination. The addition will add 6,800 more square feet of floor space to the main banking room and will provide room for 16 new tellers' windows. W. D. Reed is the architect, Adleta Showcase and Fixture Manufacturing Company designed and manufactured the fixtures to be added.

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Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

4913/TO. **Norway.** Packers and exporters of Norwegian sardines and other canned fish products wish to appoint a broker in Dallas to handle their products.

4913/S. **China.** Hong Kong firm offers services to American firms interested in importing products from China.

4923/OMB. **Italy.** Benevagienna manufacturer has for export a new type of compressed-air pump for sub-water installations.

4913/CofM. **Mexico.** Mexico City firm wishes to export spices and seeds, table honey, vegetable oils, crude botanicals, resin gum, and turpentine.

4913/CGofB. **Belgium.** Manufacturers have for export table linens, bottles, veneer wood and standard doors, precious and semi-precious stones, glassware, galvanized sheets, black sheets, zinc and aluminum sheets, and ceramics.

4913/CGofB. **Belgium.** Manufacturer wishes to export pure linen, white cotton, hydrophile gauze, shirting cotton, interlining stape, damask towel cotton, linen handkerchiefs, mattress drill, roll towels, flannel, poplin, cotton towels, sheeting, and upholstery materials.

4913/ChCofH. **Hawaii.** Firm has for export Japanese canned mandarin oranges, crab meat, mushrooms, clams, bamboo shoots, black beans, pickled plums, small onions, seaweed, dried mushrooms, and Japanese slippers.

4913/S. **Cuba.** Havana manufacturers' representative wishes additional lines to represent in Cuba.

4913/A. **Brazil.** Rio de Janeiro firm has for export Brazilian cognac, vermouth, quinate wine, sugar cane spirits, and tinted grape wine.

4913/YTMC. **Japan.** Yokohama manufacturers have for export textile goods, machinery and metal products, chemical products, foodstuffs, seeds, and paper goods.

4923/AMTS. **New York.** Firm wants to locate for export three ferry boats, new or used, for passengers only.

4913/S. **Japan.** Tokyo import-export firm wishes to export binoculars, cameras, toys, fountain pens, medical instru-

ments, and piece goods; and wishes to import various raw materials.

4923/LC. **Mexico.** Mexico City manufacturer wants to export structural steel shapes, rounds and squares, flats, angles, and corrugated reinforcing bars.

4923/PAT. **Mexico.** Mexico City concerns have for export rice, cotton, garlic, coffee, onions, chili, beans, chickpeas, castor seed, flaxseed, pineapples, and tomatoes.

49D2/CGofB. **Belgium.** Manufacturers have for export metal bottle seals and quality hand-sewn women's shoes.

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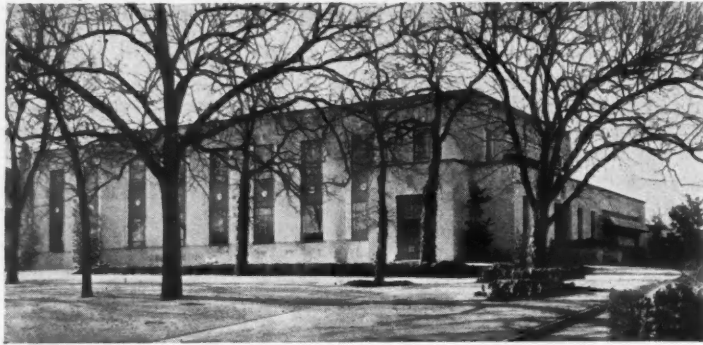
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—DALLAS—



Home Office Building, Dallas

46th ANNUAL FINANCIAL STATEMENT

December 31, 1948

ASSETS

Cash in Banks and Offices	\$ 1,463,598.35
*U. S. Government Bonds	2,801,999.20
†Public Utility Bonds	18,320.00
*Municipal Bonds	277,002.53
*Industrial Bonds	504,500.00
Mortgage Loans	258,941.09
Collateral Loans	134,965.00
Savings and Loan Investments	1,053,372.68
†Public Utility Preferred Stocks	640,865.00
Industrial Preferred Stocks	289,000.00
†Bank Stocks	2,992,634.00
†Insurance Stocks	321,546.00
Republic Indemnity Co. Stock (A wholly owned subsidiary)	400,000.00
†Railroad Common Stocks	27,300.00
†Public Utility Common Stocks	271,078.06
†Industrial Common Stocks	1,024,998.00
Agents' Balances—Not Over 90 Days Premium Notes	646,747.55
Home Office Building	412,934.45
Eastern Department Building	167,266.49
Pacific Coast Department Building	98,882.41
Due from Reinsurers	101,322.72
Other Assets	96,279.14
	52,664.95
	<u>\$14,056,217.62</u>

LIABILITIES

Unearned Premium Reserve	\$ 7,937,116.35
Reserve for Losses in Process of Adjustment	372,785.00
Reserve for Taxes	290,000.00
Other Liabilities	22,380.94
Contingency Reserve	666,545.99
Capital	\$2,000,000.00
Surplus	2,767,389.34
	<u>\$14,056,217.62</u>

*Amortized.

†Value as established by Insurance Commissioners Committee on Valuation of Securities. U. S. Government Bonds of the par value of \$565,000.00 are on deposit with the Insurance Departments of the various states in accordance with legal requirements.

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Dale Miller

(Continued from Page 7)

is to tax and to spend; to siphon idle money from concentrated pools of capital and to funnel it to the masses as purchasing power; to strengthen the demand for goods and keep production high, and thus to stabilize the economy on some lofty plateau where it could resist the gyrations of the business cycle. These are the economic aspects of the political formula, and they are reflected in many bills on the Congressional calendar.

It is axiomatic that a planned economy means a controlled economy, and more than one measure is in the legislative mill to control prices, profits, wages, and credit; to allocate scarce materials; and to regulate production, even to the extent of empowering the Government to go into business itself in fields where production is deemed inadequate. It is a program remarkable in its scope and audacity, but more remarkable still in the complacency with which it is accepted or tolerated by many political leaders who would have denounced it as rank socialism not so long ago.

Is this movement in the direction of a collectivistic state the inexorable trend of a maturing America? Or is it a rolling juggernaut, crushing beneath its wheels the individualism, self-reliance, and proud integrity of a free people?

The moving finger of the future will write the answer in history. That answer today is immersed indefinitely in the social and political consciousness of the American people. These are years of high drama and great moment, not only on Capitol Hill but throughout the breadth of the land.

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By the four key measures of growth — insurance in force, surplus to policyowners, premium income and

admitted assets — Reserve Loan Life has made outstanding progress during the eight years it has been a Texas "citizen." And as further evidence of Reserve Loan Life's ever-growing stake in Texas is the tremendous increase in its investments in Texas companies, real estate and other enterprises.

THESE FIGURES TELL THE STORY

	1940	1948	Per Cent Increase
Insurance in Force	\$53,812,774.00	151,118,453.00	181%
Surplus to Policyowners	567,378.39	1,463,349.96	158%
Premium Income	1,041,522.45	4,418,469.04	324%
Admitted Assets	11,248,092.38	21,374,226.35	90%
Texas Investments	1,993,439.33	9,616,151.10	383%

Our 52nd Annual Statement

DECEMBER 31, 1948

ASSETS

Cash	\$ 2,170,445.00
Bonds:	
Fully Guaranteed by U. S. Government	2,814,110.35
State, County and Municipal	89,123.66
Railroad	251,046.57
Utilities	1,482,373.75
Industrial and Miscellaneous	1,272,436.55
Stocks:	
Preferred and Common Stocks	1,256,239.67
Insured Savings and Loan Shares and Capital Stock of Member Banks of Federal Deposit Insurance Corporation	851,684.78
First Mortgage Loans on Real Estate	8,478,060.69
Home Office Building	325,000.00
Real Estate Sold under Contract	19,763.05
Other Real Estate	111,463.62
Loans on Company's Policies	1,384,699.47
Collateral Loans	15,837.72
Interest Due and Accrued and Sundry Assets	149,898.66
Premiums Due and Deferred	702,042.81
Total Admitted Assets	21,374,226.35

1948	Increase in Insurance in Force	14,855,667.00
	Increase in Assets	1,634,480.95

LIABILITIES

Claims Due and Unpaid	NONE
Claims for Which Proofs are Not Complete	\$ 148,002.90
Premiums and Interest Paid in Advance and Premium Deposit Funds	495,271.74
Reserve for Taxes Payable in 1949	80,000.00
Reserve for Depreciation of Home Office Building	35,750.00
Sundry Liabilities	234,245.39

Funds Exclusively for Protection of Policyowners

Full Policy Reserve on All Outstanding Legal Reserve Policies	17,231,282.38
Trust Fund	1,686,323.98
Fluctuation Fund	\$ 213,349.96
Capital	250,000.00
Surplus	1,000,000.00

SURPLUS TO POLICYOWNERS	1,463,349.96
Total Liabilities	21,374,226.35

INSURANCE IN FORCE

\$151,118,453.00

PAYMENTS TO POLICYOWNERS AND BENEFICIARIES SINCE ORGANIZATION

\$48,800,138.35

RESERVE LOAN LIFE Insurance Company of Texas

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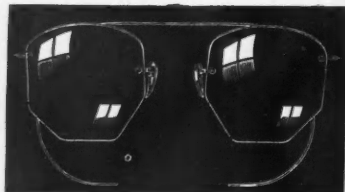
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DALLAS Pioneers



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Wholesale Hardware

1872 WAPLES-PLATTER COMPANY

White Swan Fine Foods

1874 BOLANZ & BOLANZ

Real Estate and Insurance

1875 DALLAS TRANS. & TERM. WHSE. CO.

Warehousing, Transportation and Distribution

1875 L. PHILIPSON CIGAR COMPANY

Distributors of Fine Cigars

1876 CHAS. L. DEXTER & CO.

Insurance
Oldest Agency in Dallas

1876 LYON-GRAY LUMBER COMPANY

Experienced Retailers of Building Materials

1878 NATIONAL BANK OF COMMERCE

Banking

Established

1879 CLARKE & COURTS

Retail Stationers
Lithographers, Printers and Engravers

1888 SUTTON, STEELE & STEELE, Inc.

Engineers and Manufacturers
Specific Gravity, Electrostatic and Centrifugal Separators

1889 WATSON COMPANY

Contractors and Builders

1891 SOUTHWESTERN PAPER COMPANY

"Everything in Paper"

1892 EXLINE-LOWDON CO.

Lithographers and Printers

1892 THE EGAN COMPANY

Printing, Lithographing and Embossed Labels

1893 ORIENTAL LAUNDRY COMPANY

Finer Laundering, Sanitane Cleaning and Fur Storage



The enduring quality of good construction is reflected in today's appearance of the First Presbyterian Church of Dallas, unchanged from that, above, in 1911, when the church was erected by the Watson Company. Founded in 1889, the Watson Company is marking its sixtieth anniversary with such major construction projects under way as those for the Sewell Motor Company, Volk Brothers Company, and LaMode Ready to Wear. During its 60 years of building in Dallas, the Watson Company has contributed such structures to the city's skyline as the Wilson Building, the Santa Fe Building, and the T. & P. Building. T. M. Watson is president of the company, which has offices at 1927 South Akard Street.

Established

1896 BRIGGS-WEAVER MACHINERY CO.

Industrial Machinery and Supplies

1897 ANDERSON FURNITURE CO.

Dallas' Oldest Furniture Store

1898 LANG'S FINE FLOWERS

The Southwest's Foremost Florists
Decorators, Nursery Landscape Service

1898 THE PRAETORIANS

Life Insurance Service

1898 HAVERTY FURNITURE CO.

Furniture

Established

1900 AUSTIN BROS. STEEL COMPANY

Steel for Structures of Every Kind

1904 ATLAS METAL WORKS

Sheet and Metal Manufacturers

1904 T. A. MANNING & SONS

Insurance Managers
Fire — Casualty

1906 HESSE ENVELOPE COMPANY

Manufacturers of Envelopes and File Folders

1909 THE SOUTHERN SUPPLY COMPANY

Wholesale Hardware and Industrial Supplies



*A Partner's
Accounting*
TO MORE THAN 245,000 POLICYOWNERS

46TH ANNUAL

STATEMENT OF CONDITION

December 31, 1948

ASSETS

United States Government Bonds	\$ 65,032,721.26
Texas County and Municipal Bonds	11,757,609.79
Public Utility and Corporation Bonds	17,374,656.98
First Mortgage Loans on Texas Real Estate	38,689,534.87
Collateral Loans	1,568,428.79
Home Office Building and Annex	2,050,000.00
Preferred Stocks	8,261,697.63
Bank Stocks	3,040,027.16
Other Common Stocks	7,173,572.43
Cash	2,960,822.44
Loans Against Cash Value of Policies	14,665,043.44
Accrued Interest and Miscellaneous Assets	637,762.05
Net Premiums to Complete Policy Years	6,390,065.07

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in the statement.

Total Assets \$179,601,941.91

LIABILITIES

Policy Reserves	\$154,782,055.74
Premiums and Interest Paid in Advance	5,572,627.81
Reserve for Taxes and Other Liabilities	1,778,969.46

Total Liabilities \$162,133,653.01

Surplus Funds for Protection of Policyowners:

Capital Stock	\$4,000,000.00
For Interest Fluctuation and Other Contingencies	6,468,288.90
Surplus	7,000,000.00

17,468,288.90

\$179,601,941.91

Increase in Assets during 1948 \$19,239,813.75

Insurance in Force: \$697,208,140.00 Gain for Year: \$56,341,122.00



Southwestern Life is big enough for strength, old enough for experience, young enough for progress, and near enough to serve you.

Southwestern Life Insurance Company

JAMES RALPH WOOD, PRESIDENT

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HEADQUARTERS



C.N. (Chuck) Davis,
President, Gen. Mgr.



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Everybody

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